



Impact Report

2013-2014

naked heart  
foundation



## EVERY CHILD DESERVES A CHILDHOOD

We dream big on behalf of those who cannot afford to dream.

Our main mission is to help build an inclusive society that is open to people with disabilities and special needs, through encouraging play and creation of free support services for disadvantaged families.

This Impact Report provides an overview of what we have done from 2013 through 2014 - our successes, the challenges we have faced, and our plans for the future.

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I'm both proud and amazed when I think about what we've accomplished now that we've passed the 10-year milestone at the Naked Heart Foundation. The road was long, sometimes hard and never easy, and reflecting back on the journey we made together with our dedicated team, supporters and volunteers I am truly inspired by the impact we have made on the lives of so many children and their families... and yet this is just the beginning.

The past two years have played a critical role in increasing the reach of the Foundation in Russia and internationally. Not only have we built more than 50 new inclusive play facilities, but also we've significantly expanded the scope of work within our second programme "Every Child Deserves a Family" – from building a network of family support services to creating a completely unique educational programme. To me personally, such progress is extremely inspiring!

When in 2013 the Foundation launched a brand new educational project across 6 special schools in Nizhny Novgorod, nobody could have expected or even hoped for such mind-blowing results. A large number of children with autism went to school for the first time in their life - the same children that were denied access to education in the past. The stories of Arkadiy and Elina, Ilya and Polina, which are featured in this Report, illustrate better than anything what a life-changing impact this event has had on their lives and their families' lives.

I'm incredibly happy for these children and their families and I wish that my own sister Oxana, who has also got autism, could have had access to professional support when she was growing up. I strongly believe that every child should have the right to an education regardless of their physical and mental abilities, and that every parent bringing up a child with special needs should have the right to a normal life - a full-time job, a community of people who understand them and an idea of what future holds for their children.

Our foremost responsibility is to empower and train specialists to unlock the potential of children with special needs; they should not be given up on and left at home with their potential wasted. All of society benefits from having children at school and their parents at work. Statistics reveal that families who are forced to give up professional employment in order to care for a special child are at the highest risk of being broken apart, which means that more children will be raised by single mothers under financial constraints and more families will drop out of the social system. International experience has shown that, with the right approach and support, people with special needs can make friends, become professionals in certain industries, create families on their own and become valuable and fulfilled members of society.

Therefore, our aim is to continue campaigning for inclusive society and to raise awareness about different conditions and special needs and the ways parents and specialists can help these children shine. We will continue to work with local communities, providing a broad range of high-quality support services to families raising special children, and will do our utmost to make them believe in themselves and in their child's right to a happy and fulfilled childhood. I am confident that if we join forces and act together, the changes we all want to see will happen even faster than we are expecting!

The support the Naked Heart Foundation received during 2013 and 2014 enabled us to offer more help to more children and their families and I would like to take this opportunity to personally thank each of our donors and partners, along with everyone who contributed to our work and continues to do so. The new opportunities to extend our reach would have been impossible without the generous support and commitment of all those that believe in our mission.

Looking to the future, our goal is to continue implementing new services to help children and young people with special needs, to focus on sharing our knowledge of services that have proven effective and to give the gift of the "joy of play" to all children regardless of their physical and mental abilities. With major state officials, public opinion-makers and media representatives on our side, we recognise the privilege we've been given to serve as a voice for children with special needs and their parents in Russia and will not stop until we reach our goal – the creation of a tolerant, inclusive and supportive society for those with special needs.

I hope you will enjoy reading this Impact Report about the Naked Heart Foundation's work and what inspires us to bring meaningful change to the lives of children and their families.

Natalia Vodianova – Founder



It's been 10 years since the Naked Heart Foundation established its first programme, "Play with Purpose", which focuses on building inclusive playgrounds in Russia, and it's been two years since we launched our core programme "Every Child Deserves a Family." Looking back, we can proudly say that we have come a long way. Our ambitions are big and our team is small, but we know that we are not alone in our mission to improve the lives of children with special needs and their families. Thanks to all our inspiring supporters, volunteers and partner nonprofits, we are confident that our main goal of building an inclusive and supportive society that is open to people with disabilities and special needs in Russia is achievable in our lifetime.

This Impact Report aims to illustrate the challenges faced by children with special needs and their families in today's Russia. It explains what a determined charity can do, in partnership with the government, the private sector and the community, to ensure that children with special needs have the same opportunities in life as other members of society.

Almost a third of all Russian children with disabilities live in large residential institutions, deprived of a loving and caring family, and those who are lucky enough to have a family – whether biological or adoptive – often lack the necessary professional support and legal protection. Thousands of children and young people with special needs experience habitual stigmatisation, discrimination and violations of their rights to leisure, education and employment and are largely excluded from society. Yet 60 years of international research and practice indicate that all children should grow up in a family environment and that children with special needs are not only capable of attending school and integrating in society but can also offer specific economic and practical benefits to society.

In recent years, the Foundation has built significant expertise relating to support measures for families of children with special needs. As a result of our work, more than 50 children with autism in Nizhny Novgorod who were previously considered uneducable are now able to go to school, make friends and learn new skills; more than 100 specialists working with children with special needs have attended specialist training seminars and acquired knowledge from leading international professionals in the fields of autism, behavioural science, occupational therapy, alternative communication and others; over 1,000 children and their parents have enjoyed a real holiday at the integrative summer camps we fund annually; and more than 2,000 families of children with special needs have been able to access various support services provided by our partner nonprofits throughout Russia. We have continued to invest funds in a legal project run by our long-standing partner, the Centre for Curative Pedagogics, to ensure that policies and laws are developed in order to accelerate the process of building an inclusive society in Russia. We also work with government officials, the media, opinion leaders and public figures to advocate for inclusion and achieve changes in attitudes and behaviour towards children and adults with special needs. Our annual international forum "Every Child Deserves a Family", which aims to provide child development specialists with a platform for exchange, has seen its popularity more than double, illustrating the tremendous thirst for knowledge relating to autism, foster care, deinstitutionalisation and best practices in meeting the needs of children with special needs.

Over the past two years we have built 51 inclusive play facilities. Some of them are the first of their kind in Russia, such as our playground in St. Petersburg (Pavlovsk) designed specifically for children with developmental disorders and our special 100th play park in Nizhny Novgorod.

These are just a few of our achievements from the 2013-2014 period, and they would not have been possible without the passion and dedication of all the staff, trustees, volunteers and supporters that make up our Naked Heart family. The talent and continued commitment of these people enables us to offer comprehensive support to children and families and they are all featured in this report.

Looking ahead, we hope that the evidence-based methods we have implemented in our schools project and educational activities will be incorporated in the State's official education standards, so that all Russian children with special needs can attend school and learn new skills. We will focus on accelerating the development of our signature programmes "Every Child Deserves a Family" and "Play with Purpose" in order to strengthen community-based family support services, campaign against institutionalisation, empower professionals and parents by providing them with the skills they need to maximise the potential of children with special needs and create more safe and inclusive play facilities that are accessible to all children. This will all help make our dream of an inclusive society a reality.

I look forward to working on these projects in the year ahead and moving closer to achieving our goal.

Anastasia Zalagina – President

## Greater Impact for Children



Thanks to the continuous support of our friends, partners and donors, in 2013 and 2014 we were able to raise more than €4 million to help make a positive impact on the lives of over 900,000 children in Russia and internationally. This is a significant success and will allow us to continue our vital work in building an inclusive society that is open to people with disabilities and special needs and ensuring that every child is granted the right to a happy and fulfilled childhood.

We have engaged in an unprecedented number of activities, projects and events. There was an operational expansion mandate to facilitate the increase in activities and a number of key initiatives have been achieved that were not feasible in the past.

### 2013-2014 Highlights Summary

-  More than 90 children and 55 of those with autism went to school for the first time in their lives thanks to our School Project in Nizhny Novgorod
-  More than 1,400 children with special needs and their families enjoyed proper summer holidays and made new friends in one of the 24 integrative summer camps across Russia sponsored by the Foundation
-  More than 2,000 children with special needs and their families benefited from support services offered through 12 projects executed by the Foundation's partner NPOs and NGOs<sup>[1]</sup>
-  More than 1,300 child development professionals from over 10 countries and over 60 cities participated in our Annual International "Every Child Deserves a Family" Forum in 2013 and 2014
-  More than 160 million people were reached via mass media coverage of the annual International Forum and related panel sessions with opinion influencers and top state officials
-  More than 100 Russian specialists working with children with special needs had the opportunity to study modern working methods, exchange experience with colleagues and have access to educational workshops involving international experts
-  More than 9,000 people watched our free webinars on autism and the development of children's communication skills
-  37 new playgrounds and 7 inclusive play parks were opened in 40 cities and towns across Russia, including our 100th play facility and the country's first playground specially designed to meet needs of children with learning disabilities
-  More than 800,000 children enjoyed a new play facility in their neighbourhood

<sup>1</sup>Full list of partner expert NPO's and NGO's can be found on page 10

## The Story in Figures



The current Russian state system for monitoring and accounting for social support provided to children and adults with special needs, autism and other forms of learning disabilities and their families is inadequate. As a result, publicly available data from different open sources is often imprecise and varies greatly. Nevertheless, with over 10 years experience operating throughout Russia the Foundation has an understanding of the true scale of the social issues.

Statistics outlined in this report are not drawn from the Foundation's own research, but cite data of various government agencies and institutions, non-profit organisations, analytical centres and experts in the field.

-  According to World Health Organization, the number of children with autism grows by 13% every year<sup>[1]</sup>. According to the Centres for Disease Control and Prevention, every 68th child in the world is diagnosed with autism up from 1 to 88 in 2013<sup>[2]</sup>. The lack of credible statistics on autism is due to an array of reasons. The largest challenge is identifying and registering cases of autism, which is directly related to the lack of sufficient numbers of trained specialists, equipped with current expertise or a modern arsenal of diagnostic infrastructure.
-  In 2013 there were over 137,600 children that lived in 1,155 institutions for children with learning disabilities on a permanent basis<sup>[3]</sup>.
-  Almost 30% of all Russian children with disabilities live separately from their families and communities in closed institutions<sup>[4]</sup>.
-  According to statistical data, one third of all children with special needs are raised in single-parent families; 40% of mothers have to give up their employment if their child is diagnosed with a mental impairment disorder. This percent fluctuates from 20% to 80% depending on the region<sup>[5]</sup>; however, based on the professional experience and observations of the Foundation's experts this rate appears much higher.
-  According to Russian Federal State Statistics Service the total number of Russian children with special needs in 2013 was 580,000<sup>[6]</sup>; but, according to research by one of the oldest non-profit organisations in Russia – The Centre for Curative Pedagogics – this number is at least 1,500,000<sup>[7]</sup>.

<sup>1</sup> World Health and organization, Report "Autism and other mental impairments". Available from: [http://apps.who.int/iris/bitstream/10665/103312/1/9789241506618\\_eng.pdf](http://apps.who.int/iris/bitstream/10665/103312/1/9789241506618_eng.pdf)

<sup>2</sup> Centres for Disease Control and Prevention, USA: <http://www.cdc.gov/ncbddd/autism/data.html>

<sup>3</sup> State institutions for children// Russian Federal State Statistics Service 2014, Available from: [http://www.gks.ru/wps/wcm/connect/rosstat\\_main/rosstat/ru/statistics/population/motherhood/#](http://www.gks.ru/wps/wcm/connect/rosstat_main/rosstat/ru/statistics/population/motherhood/#)

<sup>4</sup> Population of people with disabilities, Pension Fund of Russian Federation // Russian Federal State Statistics Service 2014. Available from: [http://www.gks.ru/wps/wcm/connect/rosstat\\_main/rosstat/ru/statistics/population/disabilities/#](http://www.gks.ru/wps/wcm/connect/rosstat_main/rosstat/ru/statistics/population/disabilities/#)

<sup>5</sup> <http://demoscope.ru/weekly/2013/0553/tema04.php>

<sup>6</sup> Population of people with disabilities, Pension Fund of Russian Federation // Russian Federal State Statistics Service 2014. Available from: [http://www.gks.ru/wps/wcm/connect/rosstat\\_main/rosstat/ru/statistics/population/disabilities/#](http://www.gks.ru/wps/wcm/connect/rosstat_main/rosstat/ru/statistics/population/disabilities/#)

<sup>7</sup> Research data from Centre for Curative Pedagogics, Moscow, 2013

# Every Child Deserves a Family Programme



## *Preventing child institutionalisation by providing community-based family support*

Eighty years of scientific research has shown that children have the highest likelihood of successful development when raised in a family environment<sup>[1]</sup>. Growing up with institutional care, thereby deprived of the loving, caring and sustained parent engagement they would receive in a family has a proven negative impact on children's physical, intellectual and emotional development.

Experts unanimously agree that most parents want their children, but when faced with the challenge of raising a child with severe disabilities, the barriers of poverty or lack of family support are daunting.

The absence of the necessary professional social, psychological, medical, educational and legal assistance for families of children with disabilities is a profound problem.

Children with special needs born in Russia drastically compromise a family's prospects for a normal life, increasing the risk of divorce or social isolation. In as much as 80% of cases, mothers of children with special needs stop working and dedicate their entire life to raising their child. In 50% of these cases, the mothers are left alone to raise the child.<sup>[2]</sup>

The aim of our programme "Every Child Deserves a Family" is to break the cycle of institutionalisation and ensure that children with special needs can remain with their families, and thus prosper and fulfill their fullest potential.

The programme focuses on activities that seek to bring about a fundamental change in attitudes toward people with disabilities. These include fostering a supportive environment and establishing a proper infrastructure by developing access to childcare, education and community participation.

<sup>1</sup> [http://www.ted.com/talks/georgette\\_mulheir\\_the\\_tragedy\\_of\\_orphanages/transcript?language=en](http://www.ted.com/talks/georgette_mulheir_the_tragedy_of_orphanages/transcript?language=en)  
<sup>2</sup> <http://demoscope.ru/weekly/2013/0553/tema04.php>

# Naked Heart Family Support Centre in Nizhny Novgorod



Population of Nizhny Novgorod: 1,276,560 people



Child Population: 21,200 people



Children with special needs: 2,304



Demand for Family Support Centres: 16



Demand for Family Support Centres in all of Russia: 1,200

We aim to change lives by setting up an effective, replicable and cost-efficient model of family support services for the country, where dedicated and skilled staff will provide a broad range of free, professional services to families raising children with special needs and prevent them from needlessly placing such children in state institutions.

The Naked Heart Family Support Centre was created with the aim of improving the quality of life for families raising children and young people with special needs.

## Project description

To date there are 30 professionals working in the Nizhny Novgorod Centre on a permanent basis, with dozens of children and teenagers regularly attending learning workshops and classes while their parents access family support services. The Centre includes a supported living training apartment where young people with disabilities and special needs can learn skills for independent living such as cooking, laundry and cleaning.

The Centre combines a number of related services, each focusing on specific areas such as:

- Social adaptation: social skills, language and communication, imitation, play skills, daily living and motor skills
- Pre-professional training for children and young people with special needs

- Creation of an environment conducive to adaptive learning for children and young people with disabilities to prepare them for independent life and employment
- Social and legal support to families in challenging circumstances to preserve and strengthen the family unit
- Dissemination of information apropos all relevant social services, with support available locally for children and young people with special needs
- Educational projects for professionals working with children with special needs and their parents

The project involves a multidisciplinary team. It includes psychologists, speech therapists, physicians, occupational therapists, lawyers and social workers. Parents are actively engaged in both decision-making and the delivery of treatment.

## Results and impact

- More than 100 children with special needs regularly used the services of the Family Support Centre in 2013-2014
- A total of 325 consultations have been conducted by teachers and specialists for parents (including lawyers and social workers)

Since the opening of the Family Support Centre in 2012, we have seen a marked increase in the number of families with children with special needs coming to us. There has been a major improvement in students' behavior, both during individual and group sessions, including:

- Strengthening of interaction abilities within groups
- Development of imitative behavior
- Development of general and specific motor functions
- Development of auditory and visual perception
- Adoption of group behavioral norms
- Development of skills needed for independent living

## Financial report

Between 2013 and 2014 the Foundation invested RUB 30,049,992 (€639,362) in support services at the Naked Heart Family Support Centre in Nizhny Novgorod. We are extremely grateful to the donors that contributed to this project.



## Meet Ilya

This is Ilya; he is 9. Ilya lives in the city of Nizhny Novgorod. He has autism. Ilya and his mother did not leave the house much until Ilya began taking classes at the Naked Heart Foundation Family Support Centre.

“Ilya’s concentration has improved; he is better at learning new things. He learned the alphabet in three months, he started to write and he is trying to read books already. We used to have problems finding friends. We didn’t have friends at all. Kids with special needs often end up stuck in their homes. Sometimes we would just go out to see our relatives. But now he has real friends! It is only here that we finally felt like we exist and that we are loved and supported. We hope that others in the same situation can feel understood, loved and accepted too.”

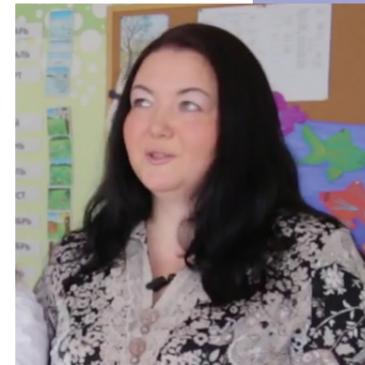


Natalia Molkova  
Ilya's mother



## Meet Polina

“When we came to the Family Support Centre, Polina’s behavior was very difficult. She couldn’t interact properly for her age. She had a lot of stereotypical movements; there were a lot of things that she couldn’t comprehend and we didn’t know how to teach her to communicate so that we could have a peaceful life like other families. It was pretty tough. And although she had some speech abilities, she didn’t use them to communicate effectively. Now we can communicate using interactive timelines. She goes to school; she has one-on-one lessons. She now knows how to read, write and count. We’re teaching her the times tables. But the most important thing is that here at the Family Support Centre she has learnt to interact with other kids. She learnt to interact with the teachers and with adults in general, thereby making everyday social situations pretty easy for us. Of course, we’ve come a long way to get here.”



Roza Lubimova  
Polina's mother



## Family Support Centre, Zavolzhye, Nizhny Novgorod Region



In recent years, we have witnessed an encouraging increase in the number of foster children taken in for adoption, thanks to the recently launched State support programme for foster and adoptive families.

However, families are often unprepared for the challenge of raising an adopted child. This is reflected not only in a lack of knowledge of child psychology and behavioural motivations, but also in the absence of experience and the necessary skill set for bringing up a child.

As a consequence, parents are challenged by the urgent need to find adequate information and training to enhance their efforts in establishing a healthy relationship with their child. In failing to do so, they are at a high risk of becoming frustrated and desperate, often resulting in a decision to return the child to the foster home.

This is why providing professional and timely support to prospective and actual adoptive parents is crucial in ensuring the successful outcome of the adoption experience. The sooner a child arrives in a loving family environment and is raised and educated under competent supervision, the more effectively developmental delays and behavioural challenges can be overcome.

### Project description

The Family Support Centre in Zavolzhnye provides professional assistance to foster or adoptive parent candidates in raising children. A team of eight specialists also offers further support to children, including those with disabilities, to ensure their full adjustment to family life and society.

The range of support services provided at the Family Centre aims to:

- Help prospective parents assess their own ability and readiness to foster or adopt a child
- Provide psychological, legal, procedural and medical assistance to parents
- Organise practical role play workshops where experts play out typical parental mistakes, expectations and disappointments

- Provide parents with educational and psychotherapeutic techniques to compensate for negative experiences
- Teach parents basic infant care skills and introduce them to individual child development programmes prepared by a team of specialists on the basis of neuropsychiatric diagnostic results by a neurologist, pediatrician, speech pathologist, speech therapist, fosterer and a psychologist
- Implement a tailored 12-month rehabilitation programme prepared by a team of specialists, with possible further home-based assistance
- Raise awareness among staff of educational institutions (e.g., kindergartens, supplementary education institutions, etc) about children with special needs who stay in foster homes.

### Results and impact

- Over the course of two years, 100 families and 110 children, including 80 with developmental disorders, were able to access family support services at the Centre
- The Centre conducted a total of 2,813 consultations and classes for families and children in 2013-2014
- 57 children from the Children's Home in Zavolzhye were adopted and no child was returned back to the institution
- As a result of the work of the Family Support Centre, parents are now better prepared to make a conscious decision to foster or adopt a child. They are enabled to objectively assess their capacity to take on this responsibility and create a new family
- An increased number of children, including those with special needs, found new parents
- A new community of professional and informed pre-school teachers, who implement best-practice methods for teaching, mentoring and correcting behaviour of children with special needs, has emerged.

### Financial report

The Foundation invested RUB 4,850,000 (€118,340) in support services at the Family Support Centre in Zavolzhye.



*The number of Russian foster and adoptive candidates has increased noticeably. Parental candidates have become much more conscious of and informed about raising and developing children from a foster home.*



**Natalia Sherbakova, Speech therapist**

“ The first few months after adopting Masha were really tough for us. She required all of our attention and time. We felt hopeless at times. Then I called the Family Support Centre and was able to schedule appointments with neurologists, speech therapists and mentors. Having visited the Centre, we now are more confident about our future. It has been a year now and we feel much happier!



**Masha's mother**



“ This is the second child we adopted. When we adopted our first child, it took us a long time to get used to the changes that came with this decision, and some were stressful. We know that it will be much easier for us now as we have the necessary experience and a lot of information about Vika's character, behaviour and capabilities thanks to the Family Support Centre.

Thank you very much!



**Vika's parents**

## Partnership with Regional NPOs and NGOs



*Creating a greater impact by supporting regional non-profit organisations serving similar causes*

We believe that by helping other organisations that are committed to goals aligned with ours, we can deliver even better results. We go outside our organisation and find ways to enlist the help of others. We strive to be an example of how combining advocacy with service delivery can result in a more effective improvement of people's quality of life.

During 2013 and 2014 we continued supporting the vital work of our partner non-profit and non-governmental organisations, striving to expand and improve the quality of life and care provided to vulnerable children, young people and families living in difficult circumstances.

Within the project we issued grants to the following organisations that help children and families in need of access to social, psychological and educational support services:

**CENTRE FOR CURATIVE PEDAGOGICS** is a Moscow-based non-profit organisation providing integrative and complex medical and educational assistance for children with severe and complex disabilities

**Project objectives include:**

- Creation of a new legal framework of support for children and young people with disabilities in Russia
- Support and development of programmes aimed at the realisation of the rights of children with disabilities to promote their rehabilitation, education, employment and enhanced social life
- **Number of beneficiaries who used the services: 143 families and 298 children with developmental disorders**
- **Number of specialists: 15**

**PRO-MAMA** is a Moscow-based family counselling centre that provides psychological, educational and medical support to adopted children and adoptive parents.

**Project objectives include:**

- Provision of developmental support for disadvantaged and adoptive children to prevent parents from returning children or placing them into institutions
- Provision of optimal resources for the child's development to ensure a stable upbringing in foster/adoptive or vulnerable families
- **Number of beneficiaries who used the services: 300 families and 500 children with developmental disorders**
- **Number of specialists: 190**

**AISTENOK** is an Ekaterinburg-based regional non-profit organisation working to prevent institutionalisation of children and provide a comprehensive range of family support services.

**“Right for a family” project objectives include:**

- Social, legal and psychological help for children and families in crisis
- Prevention of children's institutionalisation and their placement in state foster homes
- Prevention of child abandonment
- Social rehabilitation in the area of problem-solving capacities of children and teenagers
- Support to overcome challenging circumstances with the aim of preventing family crises
- **Number of families and children who used the services: 3,952**

**DOROGA V MIR** is a Moscow-based non-profit organisation providing complex care for children with special needs, and their families

**Project objectives include:**

- Training to children and young people with developmental disabilities, including complex or severe mental impairments to help them adapt into society
- The intervention includes programmes for continuous accommodation, social and psychological support for families, enhancing professional competencies of specialists in the field of education of children and adults with complex or severe mental impairments
- **Number of beneficiaries who used the services: 12 families and 38 children with developmental disorders**
- **Number of specialists: 50**

**VALEOCENTRE** is a Tula-based municipal educational centre for children in need of psychological, educational, medical and social assistance.

**“Coming together” project objectives include:**

- Expanding the boundaries of the adoption of children with special needs participants in inclusive education
- Provision of psychological assessment for children and families in need
- Individual and family counselling
- Provision of correctional and psychotherapy services
- Correctional and development training programme
- **Number of beneficiaries who used the services: 20 families and 2,000 children, including 100 with developmental disorders**
- **Number of specialists: 7**

**PERSPEKTIVY** is a St Petersburg-based non-profit organisation providing individual social developmental support for children and adults with complex and severe mental and physical disabilities.

**“Employment” project objectives include:**

- Organisation of leisure activities for beneficiaries by filling their free time with interesting and useful activities and by teaching effective employment skills and work habits
- A series of workshops (wood, ceramics, soap, handmade goods), classes in the computer lab, cooking and kitchen work, community volunteering and attendance of public holidays celebrations, as well as recreational activities and choir at the local church on the grounds of the boarding school
- **Number of beneficiaries who used the services: 30 families and 182 children with developmental disorders**
- **Number of specialists: 4**

**SODEISTVIE** is a Tula-based non-profit organisation of child psychologists and teachers providing professional help to children with special needs in learning and socialisation

**“All Together” project objectives include:**

- Supporting growth of efficient technologies to speed early training and assistance to children and their families
- Development of a tutor support system for children with special needs within an inclusive education framework in Tula schools

## Projects:

- Early Intervention for Children: introducing innovative and traditional correctional approaches in developing the practice of working with children with special needs and their families
  - Development of early intervention for children with autism spectrum disorders in Tula. The purpose of the project – expansion of services for comprehensive care for young children with autism spectrum disorders
- **Number of beneficiaries who used the services: 100 families and 1,700 children including 160 with developmental disorders**
- **Number of specialists: 29**

**VYKHOD** (“Way Out”) is a St Petersburg-based non-profit organisation advocating for the rights of people with autism and other developmental disorders

### “Anton Tut Ryadom” (“Anton is right here”) Centre project objectives include:

- Provide creativity development, education and social rehabilitation opportunities for people with autism and other developmental disorders, the only place in St Petersburg which is designed to educate and teach social adaptation skills to young people aged 18+ with autism, enabling successful graduation from the school.
  - The Centre is designed to prepare highly-qualified people with autism for employment, as well as provide people with autism of average severity the opportunity for a “supported” employment (or create jobs for them) and for people with “particularly” severe cases of autism to be provided a weekly home “as far as possible” to ensure a weekly social welfare to “lighten” the family’s burden
- **Number of beneficiaries who use the services: 98 families and 24 children and adults with developmental disorders**
- **Number of specialists: 8**

**DREAM SKI** is a Moscow-based non-profit organisation providing social assistance and adaptation skills for people with cerebral palsy and other disabilities. A project of Sergei Belogolovtsev (Russian actor, TV presenter)

### Project objectives include:

- Social assistance and adaptation of people with cerebral palsy and other disabilities
  - Creating opportunities for employment for people with cerebral palsy, autism and Down syndrome and other disabilities, in every Russian ski centre in the period up to 2015
- **Number of beneficiaries who used the services: 50 families and 50 children with developmental disorders**
- **Number of specialists: 12**

**SVITOK** is a Moscow regional based Family Support Centre helping children and young people with special needs to adapt to society

### “Training of parent-child interaction” project objectives include:

- Increase of the level of parental competence, skills training for parents, therapeutic play with the child
- **Number of beneficiaries who used the services: 8 families and 30 children with developmental disorders**
- **Number of specialists: 4**

## Results and impact

- More than 9,000 children and 1,400 families were able to access a wide range of free, professional support services based on modern international approaches to maximise the potential of children with special needs.
- We expanded the reach of services through partnerships with regional organisations.
- We ensured that organisations providing professional support to families raising children with special needs and preventing child institutionalisation were more sustainable and could continue their vital work.
- We set up a successful model of effective work with both non-profit organisations and government agencies, including regional departments of education.
- We continued raising public awareness about the issues that children with special needs face and promoted the concept of social, educational and professional inclusion.

## Financial report

- In 2013 the Foundation distributed grants amounting to RUB 19,910,535 (€423,628) for the implementation of 12 projects run by 11 partner non-profits and NGOs.
- In 2014 the Foundation distributed grants amounting to RUB 20,597,190 (€438,238) for the implementation of 12 projects run by 11 partner non-profits and NGOs.
- The total expenditure for 24 projects in 2013 and 2014 was RUB 40,507,725 (€861,866).



# Integrative Summer Camps



## Promoting inclusion in recreation and leisure activities

Recreation and leisure activities are crucial to the quality of life of all children, especially those with special needs. Russian and international specialists alike agree that children and young people with both moderate and complex disabilities have a great need for health-related and socially rehabilitative rest<sup>(1)</sup>. These activities offer children opportunities to have fun, meet new friends and develop social skills. However, recreation and leisure activities are a low priority for the state and very little support is provided. As a consequence, millions of Russian children with special needs are deprived of access to rehabilitation, leisure, recreation and sport activities.

We are committed to changing this by promoting the concept of integrative and inclusive summer camps designed for all children, including those with developmental disorders such as autism, Down's syndrome, cerebral palsy and other special needs.

### Project description

The purpose of the project is to identify, promote and implement effective programmes aimed at improving and developing recreation and rehabilitation services for children with special needs through the creation of summer breaks that would offer integration opportunities, recreation and personal development for children of all ages and varying needs.

### Results and impact

- Between 2013 and 2014 we sponsored 24 integrative summer camps in Russia and other CIS countries.
- During that period, 1,493 children enjoyed a proper summer holiday at these camps under the supervision of 349 specialists.

<sup>1</sup> Pam Walker, National Resource Center on Supported Living and Choice, Center on Human Policy, School of Education, Syracuse University, through the U.S. Department of Education, Office of Special Education and Rehabilitative Services, National Institute on Disability and Rehabilitation Research (NIDRR), Promoting inclusion in recreation and leisure activities: an information package

## As a result of this project we were able to:

- Prevent the social isolation of children with special needs and their families. Families - often single-parent families - who could not normally afford a summer holiday were given an opportunity to have a proper break and discover the true potential of their children.
- Develop the creativity and social and physical abilities of children and young people with special needs. Approximately 25% of children with special needs who were not able to speak gained experience adjusting to a new group without the presence of a parent.
- Ensure the rehabilitation and integration of children with special needs in society through the development of social and life skills
- Create an environment conducive to independent living for teenagers with autism
- Offer much-needed intensive physiological and educational support to families raising children with developmental disorders
- Improve parent-child relationships, which in turn helps reduce health risks among children
- Thanks to the summer camp, parents were not only able to gain knowledge about the educational demands of children with special needs through classes and seminars, but also become active co-authors of training programmes, which include modern correctional and educational methodologies. Through the application of various technologies that took into consideration the child's strengths, informal communication was enabled between individuals in the classes.

Given the success of this approach and the high demand, we are dedicated to continuously training specialists working with children with special needs, developing and improving self-care and social skills and promoting increased interaction between children with special needs and their peers.

## Financial report

In 2013 the Foundation funded 9 integrative summer camps and invested RUB 4,228,994 (€89,978). In 2014 the Foundation funded 15 integrative summer camps and invested RUB 6,838,758 (€145,505). The total budget for the project in 2013-2014 was RUB 11,067,752 (€235,484).

“What counts the most here is the fact that typically developing children live side by side with those with special needs. It creates opportunities for imitation so that children can start to learn from each other. This is a special place where people facing many of the same challenges come together and feel great”

**Lyalya, teacher, Centre for Curative Pedagogics**

“The power of this camp is in details, which are hard to organise in everyday life. Where the surroundings are not only benevolent, but also ready to support a child's impulses – it is all very important”

**Tanya, mother of a child with special needs**

“It has been such a nice time. I loved meeting all the people here, because they do a really great job. I wish Russia wanted to create more of such camps for kids”

**Matthew, volunteer, Centre for Curative Pedagogics**

“People who come here, even as guests, immediately feel love and wish to make the world a better place”

**Katya, volunteer, Centre for Curative Pedagogics**

“This was the first time in my life that my daughter and I went to the seaside. It was an incredible opportunity to spend a vacation together. We got familiar with new information on special needs from invited speakers and shared own experience on working with children”

**Svetlana Sorokina, social teacher, mother of a girl with a developmental disorder**

“The Naked Heart Family Support Centre organised a holiday for my daughter and me at the “Anapchanka” resort. This trip was very resourceful for children and their parents. For instance, we attended seminars on social adaptation and the employability of children and young people with disabilities. Representatives of social service non-profits from other cities and countries shared information on employment opportunities and necessary steps to take to ensure their successful self-fulfilment and adaptation to society. This information not only gave us knowledge, but also encouraged a hope for a better future for our children. I am very thankful to the Naked Heart Family Support Centre and the Naked Heart Foundation for this wonderful opportunity!”

**Zhirnova Svetlana, mother of a girl with a developmental disorder**



# School Project in Nizhny Novgorod



## Setting up a model of inclusive education for children with autism

In today's Russia 1,500,000 children have special education needs and approximately 90% of them are completely excluded from the education system. The key barriers to inclusive education are the attitudes of teachers and school administrators, the lack of policies and the lack of information and special training. As a result, an overwhelming number of children with special needs have no opportunity to learn, develop social skills or meet new friends and their parents are forced to give up work and stay at home.

The UN Convention on the Rights of the Child (CRC)<sup>[1]</sup> declares that children with disabilities have the right to an education and schools have a responsibility to educate all children regardless of their learning abilities.

In 2013, to address the issue of discrimination in the area of children's rights to education, the Foundation, together with Gazprom Export and the Nizhny Novgorod Department of Education, launched a two-year Education Project in six schools in Nizhny Novgorod. Using modern methods and approaches to educating children with autism spectrum disorders, we established a workable model of inclusive education that can be replicated locally and nationally.

### Project description

- The goal of the project is to give children with autism and severe communication-related cognitive and behavioural disorders the opportunity to study in school. Efforts are focused on training teachers in special schools in the principles of organising an educational syllabus for such children.
- Another objective was to raise awareness about inclusive education at the national and local levels and provide specialists working with children with special needs the opportunity to study modern and effective working methods, exchange experience with colleagues and have access to educational workshops involving international experts.

### Results and impact

- 75 children went to school for the first time in their life. They were given a chance to learn and fulfil their potential.
- 76 teachers, in 34 classes, from six different schools had the opportunity to learn about modern approaches such as how to use children's strengths when designing a teaching programme; the principles of setting up a learning environment, developing communication in non-verbal children, socialising children and assessing sensory integration and how to evaluate a child's skills and determine his/her learning objectives.
- Three seminars conducted by invited experts from the Universities of Utah and New Mexico

We took the first step in developing a professional community of specialists working with children with autism spectrum disorders and other developmental disorders in schools. We significantly improved psychological and educational support for children and their families while broadening the scope for schools to take in children with various forms of autism and other developmental disorders.

"We focused our efforts on the first phase of the long-term plan to develop an inclusive educational system – which is the School Project. I am confident that following this project, we will see more projects, which will be supported by other members of the business community. I am sure this is only the beginning"

**Alexander Medvedev, Director-General of Gazprom Export**



Tyumen region – 2,082 children with special needs. Only 50 out of them have access to education



Krasnodar region – 1,194 children with special needs of school age. Only 70 go to school



Saratov – 1,685 children are registered as “uneducable”, and “unsuitable for education at school”



More than 200,000 children with special needs and disabilities in Russia cannot realise their Constitutional right for education<sup>[1]</sup>



In 2009, over 211,000 children with disabilities or with limited health opportunities studied in special schools or were cared for by state institutional schools<sup>[2]</sup>



17,000 children received no education at all

<sup>1</sup> [http://www.unicef.org.uk/Documents/Publication-pdfs/UNCRC\\_PRESS200910web.pdf](http://www.unicef.org.uk/Documents/Publication-pdfs/UNCRC_PRESS200910web.pdf)

<sup>1</sup>Conditions for people with severe intellectual and psychophysical disabilities in the Russian Federation by Marianna B. Sokolova  
<sup>2</sup>Russian Ministry of Education and Science <http://www.novayagazeta.ru/society/44403.html>

## Meet Arkady

“ School has really changed my life, his life and the life of our family. My son has started showing interest in things whereas earlier he had no real focus, school is opening up new opportunities for him. At the beginning Arkady could not write. He just could not hold the pen in his hand. But at the same time, he could easily twist screws out of the wall. So his fingers were strong but not trained for writing. Now he can write. When we got Arkady into this project, the teachers approached the education process from a completely different angle. And what an amazing breakthrough it was! My son started to count, to write, he started reading and on top of all that, he had a really big breakthrough socially. His communication improved – now he can simply tell us what he wants to eat or drink or if he needs anything. He has started eating with the other kids in the dining room, whereas before he could not eat in front of other people. His favourite subject is music. He always looks forward to it. Arkady is allowed to use the musical instruments. It was shocking for me when he stood up in class and sang loudly in front of everyone. He never ceases to amaze me. I am so proud of him! He has so much potential, which I would probably never have known about if he were not in the school. For me this is huge. Compared to what things were like before, we’ve seen so much progress. The programme has definitely helped. I did not expect these kinds of results. I think we will achieve more and we will work really hard. We really want it and that is the main thing.”

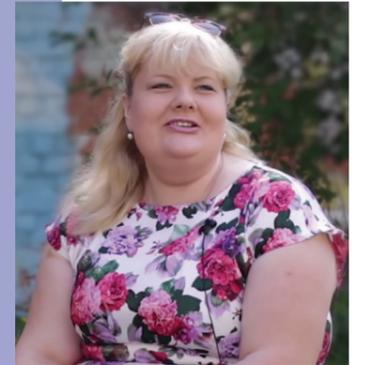


Tatiana Tarakanova  
Arkady's mother



## Meet Elina

“ She is a completely different child. To be honest, I cannot even believe she has come this far, because she has quite a severe form of autism. We probably spent a whole year teaching her to come to school: just to open the door and walk in. As a result, now she happily goes to school. If we told her that for some reason she was not able to go to school one day, it would come across as some sort of a punishment – she would be so sad. She really loves PE because she can run and jump. Recently they did “selfies” with the teachers and it was just brilliant. She is starting to write at home, she is always on social media and she types really fast without even looking at the keyboard. I am happier. She is happy and I am happy. I just know that things will get even better, that we will make progress and that she will develop at home, intellectually, as a person. We are happy, so happy!”



Svetlana Tsareva  
Elina's mother



“ We started seeing changes in the children and realised which techniques really worked. The Naked Heart Foundation experts gave us so much. She came to my class for the first time during the PE lesson. She came into the room, chose a spot and lay down. For the whole lesson I was unable to move her anywhere else. Every time I asked her to do something active, she shouted, screamed, bit her arm and turned away from me. I am now seeing huge progress – she comes to the class to do PE, rather than lie on the floor as she did first time. She has started playing active games with other children, which was a huge breakthrough for me as a teacher as I can engage her in games now. She has become more agile. We started seeing changes in the children and realised which of our techniques really worked. The Naked Heart Foundation experts gave us so much. They visited our classes and we watched the lessons back together and discussed them. It was really great to get comments on what has just taken place in the class. Sometimes you have to rethink the way you do things.”



Alexander Volkovsky  
Elina's teacher



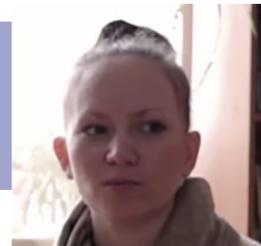
“Now that specialists are emerging in Russia who can work with families and children, we need to train them and support them. It is a very difficult job working with children with special needs”

Natalia Vodianova, NHF founder



“The only way to help children is to provide support for the people around them, the people who bring them up, who teach them. First of all, their families and then their teachers”

Svyatoslav Dovbnya, child neurologist, NHF expert



“Nikita is nine and this is his first year in school. He really likes school and is very happy to go there every day. We have made big progress. When we arrived he could not dress or undress himself and now he is completely self-reliant. He is started showing interest in things”

Nikita's mother



“We want to keep learning and continue training our specialists. We want to work with other regions and share our experience because through sharing experience we learn too. Around 50% of the children we started working with have developed certain skills and abilities that we tried to teach them. They are moving from problematic behavior and starting to enjoy a better quality of life”

Principal of school No. 46, St Petersburg



## Annual International “Every Child Deserves a Family” Forum



### *Empowering professionals and parents and advocating for every child's right to a family*

In Russia, 80% of children with special needs are raised by single-parent families in dire financial circumstances and in psychological isolation. Every child living with a disability in Russia has a significant chance of ending up in a state-run orphanage. Nearly 30% of all Russian children with disabilities live separately from their families and communities in closed institutions. However, for those families who are committed to raising their child with disabilities at home, the situation is exacerbated by a lack of qualified support in the form of special education alternatives, day-care centres and child development specialists' guidance. Organisations that do provide assistance to children with special needs and their families such as schools, children's homes and orphanages often work with out-dated and/or inefficient educational strategies, programmes and methods.

Many teachers and educators, especially in Russia's suburbs, have no knowledge of foreign languages and so are unable to keep up-to-date with current best international practices. They also lack the necessary infrastructure and human resources to provide proper screening and diagnosis and are thus unable to offer appropriate biomedical, motor and sensory and behavioural interventions, professional counselling or social interaction opportunities in order to develop these children's potential to their full extent. Moreover, there have been many cases all over Russia of unscrupulous "professionals" selling ineffective and even harmful methods to desperate parents, promising to treat incurable conditions.

Children who are raised in such circumstances and deprived of the necessary professional care become emotionally and psychologically damaged and remain marginalised in society.

In contrast, in many countries, the concept of inclusion is successfully accepted by the general public; children and young adults with special needs are active members of society, able to access many support programmes, education, employment opportunities and to live independent lives.

As part of our work to promote ideas of inclusion, raise awareness about the negative impact of institutionalisation of children with disabilities and the necessity to develop community-based family support networks in Russia, since 2012 we have held an annual international family forum called "Every Child Deserves a Family."

### **Project description**

- The annual international forum "Every Child Deserves a Family" is a unique platform for dialogue between leading Russian and international experts in child development. It gives child development specialists, parents and State officials the opportunity to evaluate and discuss problems faced by children with disabilities, including their education and integration into society. Following its success in 2012, the Forum became an annual event.
- The main objective of the Forum is to provide an opportunity to exchange opinions, experiences and best practices, not only between Russian specialists, but additionally amongst representatives of parental organisations, civil servants and experts in international practices relating to autism and similar disabilities. Aside from a series of lectures, special importance is attributed to thematic workshops and round tables for the exchange of practical advice among educational professionals from Russia and abroad.

### **Objectives of the event include:**

- Raising awareness of the issue of the abandonment and institutionalisation of children with special needs, and the challenges those children face on a day-to-day basis
- Provide an opportunity for public discussion and enable leading Russian and international specialists to share professional experience, knowledge and therapeutic methods aimed at the treatment and social integration of children and young adults with special needs
- Carry out master-classes and educational sessions for teachers, therapists, social workers and carers
- Promote advocacy work to secure recognition of the rights of children and people with disabilities
- Cooperate with the media and journalists while providing expert assistance in gathering information for publications

### **Results and impact**

- The II international forum "Every Child Deserves a Family" in 2013 was devoted to autism and attracted more than 500 participants, including leading experts in child development from the USA, Russia and Great Britain
- The III international forum "Every Child Deserves a Family" in 2014 was focused on the topic of education and attracted record numbers of attendees – 880 people from 10 countries and 66 cities contributed to the success of the event. They represented 142 organisations, including NGOs working with children with special needs, family support centres, research centres, special schools, parents' organisations and governments
- The number of people participating in the Forum has doubled over the course of two years, which means we have managed to increase the level of awareness amongst the professional community in Russia
- The Forum is a significant step towards creating an aware and responsible society and will ultimately work to prevent the institutionalisation of children with disabilities and provide them and their carers with access to up-to-date, professional advice.

## Forum 2013 - 2014 in figures



Streamed over 75 hours' worth of highly informative free video material online



Over 13,000 YouTube viewers (Nov, 2014)



More than 150 speakers attended both events



8 days of lectures and master-classes and 16 plenary sessions



76 people took part in 2 days of Seminars for Doctors by leading experts from the University of New Mexico, USA



6 highly-respected Russian child development experts acted as moderators and were responsible for the content of the Forum



"This is possibly the only platform where non-profit and non-governmental organisations can get together and discuss their difficulties and breakthroughs and help one another in some way. It is really great"

**Maria Ostrovskaya, Director of NPO "Perspectivy", St Petersburg**



"What I have seen in Russia is so inspiring – I have seen changes just in the last decade or so, and it feels great to be part of this process. I'm coming to this Forum for the second time because I love to see this process moving forward. If there is anything I can add to it - I feel a lot of satisfaction. Naked Heart Foundation is an amazing organisation and I am very proud to have met people from there"

**John Phillips, MD, Professor of child neurology and paediatrics, University of New Mexico; Medical Director, Mind Research Network, USA**



"It is a very rare opportunity for people from all over Russia and all over the world to come together and show what we each, and individually, are doing for children. We can then take what we learned during this Forum back to our communities and give children even more qualified support"

**Dave Shahani, MD, Child neurologist, University of New Mexico, USA**



"The most important thing about this event is that it debunks a lot of myths about autism and rehabilitation for people with autism. It dispels the sense of secrecy among professionals who work in the field of autism. The environment in which our children and we live is becoming more transparent, increasingly discerning and responsible"

**Yana Zolotovitskaya, Executive Director of Autism Centre**



"The Naked Heart Foundation is truly doing amazing work! It was wonderful to spend time with families and professionals committed to ensuring that every child in Russia experiences a high-quality life. Thank you for offering me an opportunity to participate"

**Christine Puckering, Doctor of Psychology, practising clinical psychologist, lead trainer, Mellow Parenting programme; Head of the Department of Child and Adolescent Psychiatry, University of Glasgow, UK**

## Financial report

- The Foundation invested 13,000,000 RUB (€276,595) in organisation of the II International Forum in 2013.
- In 2014 the Foundation invested 22,091,568 RUB (€396,496) in organisation of the III International Forum.
- The total investment for organising the international "Every Child Deserves a Family" forum in the years 2013 and 2014 was 35,091,568 (€673,092).



## Specialist Training Projects



### *Empowering professionals and parents to help fulfill the potential of children with special needs*

The success of our mission to improve the lives of children and young people with special needs depends in large part upon the knowledge, capacity and skill sets of those people who are involved in raising and teaching them – their parents and teachers.

We need skilled, trained and well-informed parents and teachers to ensure that they can lead effectively regarding the needs of children and young people with special needs and help their potential to shine.

### EarlyBird Seminars for Specialists

#### Project description

With the support of KPMG, the Naked Heart Foundation was the first charity in Russia to introduce a training programme for specialists from the EarlyBird programme. Developed by the UK National Autistic Society, the programme is aimed at parents who have recently discovered that their child has autism. It helps them to learn more about the condition and offers practical advice and recommendations on how to better communicate and manage their children. It also allows parents of children with autism the opportunity to communicate and advise one another and work together to find the best solutions for the problems they face. It combines the advantages of group work (six families per group) and individual consultations (carried out by programme specialists during home visits). The parents work to change their own verbal communication, analyse their child's behaviour and use visual aids. Jo Stevens, the director of the National Autistic Society's EarlyBird Centre, and Foundation experts Tatiana Morozova and Svyatoslav Dovbnya led the four-day training programme for specialists so they can further pass on the knowledge to parents raising children with autism.

## Results and impact

- 12 specialists from Nizhny Novgorod, St Petersburg, Tula, Dzerzhinsk and Tver took part in the training held in Moscow
- All specialists received qualification certificates and the materials necessary for training parents of children with autism spectrum disorders
- Specialist participants were able to enhance their professional qualification and make a breakthrough in understanding new teaching methods of children with autism using the expertise derived from international best practices
- Parents who completed the three-month training programme with the specialists gained communication skill sets needed to effectively interact with their child and empower their child's development. Having learned the specific development and behaviour implications demonstrated by children with autism, they can now confidently and independently interact with their child.

"It is an excellent programme. Everything is very accessible and well-structured. I cannot wait to try it out with the parents"

**Participant of the training**

"I am not only a specialist but also the mother of a child with autism. When my son was little, I found things to be very tough and didn't know what to do. I had to educate myself in order to help my son and others. If I had been able to take part in this kind of programme, it would have been a huge relief. This is just what parents need."

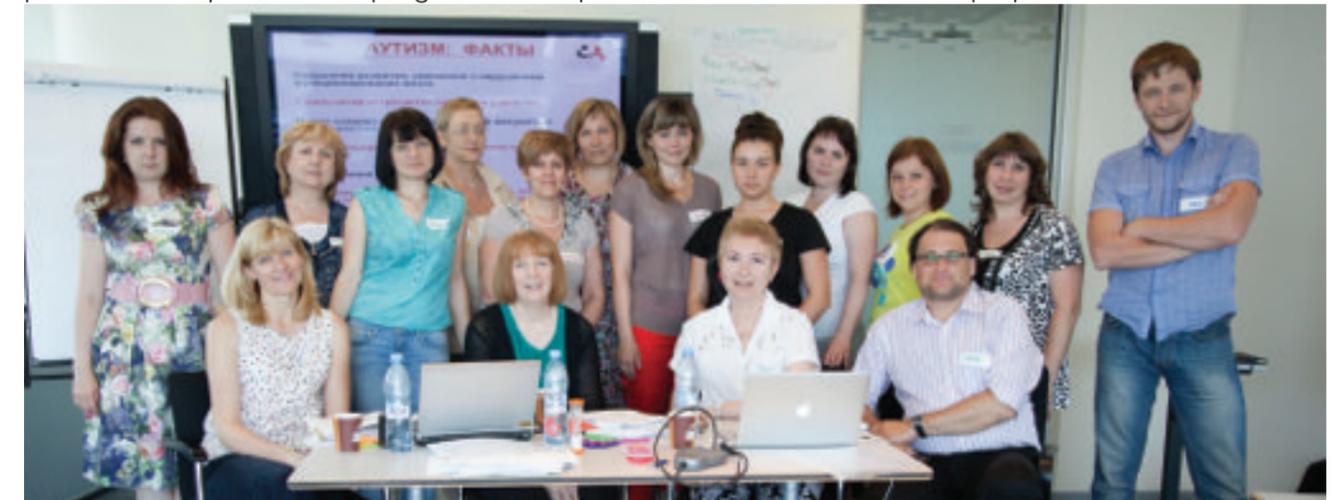
**Participant of the training**

"The programme gives parents the chance not only to obtain up-to-date information about autism and existing child support programmes and teaching approaches – it also allows them to get support from other parents and share experiences relating to how different families cope in different situations. We want parents who take part in EarlyBird not only to become familiar with the main approaches to their child's support programme, but also to call for the use of modern and effective programmes and approaches for their child"

**The Naked Heart Foundation experts Tatiana Morozova and Svyatoslav Dovbnya**

## Financial report

We invested 648,500 RUB (€13,798) in running the EarlyBird programme in 2014. KPMG has kindly provided the space for the programme's implementation and ensured the preparation of materials.



## Mellow Parenting Training



In 2014, as part of our Every Child Deserves a Family programme, we organised another specialist training called Mellow Parenting which was developed to assist parents by providing instruction on raising and managing behavioural relationships with children.

Parents are typically the ones who are first told about their child's diagnosis. It is they who decide what to do next. And, as international experience shows, parents are at the root of social change, which leads to changes in education and medicine.

### Project description

The programme was tested and has been put into practice in Russia since 2006. A study on its effectiveness and potential application in Russia was carried out in collaboration with the University of Glasgow. The programme, which is being implemented successfully in Scotland, England, Germany, Sweden, Australia and New Zealand, allows parents to keep their children at home and prevent the development of behavioural and emotional problems. It aims to develop good parent-child relationships, discourage the use of corporal punishment and facilitate child development. A survey indicated that mothers who took part in the programme had lower rates of depression and more positive interaction with their children.

The Mellow Parenting training was supported by the Russian National Foundation for the Prevention of Cruelty to Children, the St Petersburg Committee on Social Policy and the Ministry of Social Policy of the Nizhny Novgorod region.

### Results

- 12 specialists took part in the training and now are certified to hold Mellow Parenting seminars for parents to help them manage their children's behavior and maximise their potential

"Mellow Parenting provided me with a wealth of knowledge, important skills and useful materials on how to meet the needs of specific groups of people. Supporting families – is our priority area of our work at the Family Support Centre. The training programme was very clear, well structured and will, certainly, empower parents with confidence to manage their children's behavior. We were also so grateful for the opportunity to share experiences with the Foundation's experts Tatiana Morozova and Svyatoslav Dovbnya and colleagues from other cities at this event. Thank you very much!"

**Galina Zhdankova, Family support centre, Zavolzhye**

"The seminar proved to be very useful for my personal and professional development. I have learned a lot about working with parents (for instance how to integrate video in the work) and I look forward to using new skills in my future work. Thank you very much!"

**Olesya Desnyanskay Coordinator of programmes "Preventing social orphanhood", "Volunteers helping children-orphans"**

### Financial report

We invested RUB 325,800 (€6,464,2) in running the Mellow Parenting training seminar in 2014.



## Raising Awareness about People with Special Needs



There are at least 13 million people with disabilities of different types in Russia today. For many of them, taking part in the basic activities of daily life, such as going to work, school, or university, gathering with friends or relatives, attending cultural events, or visiting the doctor, can be extremely difficult or even impossible due to a range of different types of barriers they encounter. While some of them have a physical nature, such as lack of access to infrastructure, others are born of attitudes that result in discrimination by the public in general and employers in particular. As a result, many people with disabilities rarely leave home, have incomplete or substandard educations, and may never start a family or have meaningful employment<sup>1</sup>.

That is why one of the Foundation's most important activities is dedicated to advocating for inclusion and changing attitudes toward lifelong access for people with special needs.

Between 2013 and 2014 we initiated the following events to advocate for the rights of people with special needs, raise awareness about the challenges they face in today's society and provide a platform for discussion of the issues with opinion and policy influencers:

 Round tables with leading mass media representatives, top state officials, opinion formers and people with special needs during the III international "Every Child Deserves a Family" forum

 Webinars

 TV Campaign on Channel One Russia

 Social media photo project "Every Child Deserves a Family"

 Photo exhibition "What is Autism?" together with photographer Natalia Kharlamova

## Round Tables with Opinion Leaders



### Project description

Within the III International Forum in 2014, we launched a groundbreaking project – a round table for leading media representatives, top government officials, reputable public figures and people with special needs. This was the first time in Russian history that media representatives and people with disabilities got together around one table to discuss employment and community and educational opportunities for people with conditions such as autism, Down syndrome and cerebral palsy. Writer Nikita Medvedev attended the round table along with journalist Maria Zhmuriva, both of who have autism. The television presenter Evgeniy Belogolovtsev, who has cerebral palsy, and Nikita Panichev, who is the first Russian person with Down syndrome to be employed in an official capacity, also joined the round table.

### Results and impact

- For the first time, people with special needs were given a voice and could talk openly about the issues they know best
- We achieved widespread media coverage, including more 175 articles in press and online, 12 TV shows, 7 radio shows relating to our side panel round tables and International Forum in 2013-2014. Total reach: more than 160 million people.

<sup>1</sup> Human Rights Watch: Barrier Everywhere, Lack of Accessibility for People with Disabilities in Russia, 2013



“The open meeting allowed me not only to present the Ministry of Education’s official position, but also very importantly, to get feedback from people who work closely with children with disabilities”

**Veniamin Kaganov, Deputy Minister of Education and Science of the Russian Federation**



“In Russia, people with disabilities exist in a kind of a capsule, which is extremely hard to open, mainly because their environment is an endless series of obstacles; but I was most impressed by the approach taken by Natalia Vodianova. I really liked that along with the media figures, this round table involved people that all this is designed to help. It is important to give people a voice”

**Kirill Kleimenov, The Head of Channel One’s Factual programming**



“The level of media representation could not be higher for our country. This is such a relevant topic, and I am absolutely delighted that so many issues have been discussed so extensively, from so many perspectives and with such optimism”

**Natalia Belogolovtseva, Journalist, “Dream Ski” Programme Director**



“If we beat the problem of tolerance, people with special needs will be able to live in a normal social environment”

**Ksenia Sobchak, TV host, Radio Presenter, Editor-in-Chief, L’Officiel**



“There is a hope that more people with special needs will have more opportunities, that they will be noticed and that people will not be scared of them”

**Evgeniy Belogolovtsev, TV presenter with cerebral palsy of RazTV Channel**



“The stories we have heard today, stories of overcoming challenges and advancing – all these success stories in general are very encouraging. They are cause for talking, for thinking and for writing”

**Masha Fedorova, Editor-in-Chief, Glamour Russia**



## “Every Child Deserves a Family” Webinars



### *Empowering professionals and parents to help fulfil special children’s potential*

Every day we hear from people affected by autism and other special needs about the lack of awareness and understanding of the condition and the impact that this has on them and their families. In Russia, the lack of adequate information and dialog about disabilities stigmatises thousands of people with special needs and makes their families feel isolated. We want to help parents by empowering them with the knowledge of the latest expertise and best-practice examples on these and related topics.

### **Project description and results**

In 2014 we ran two free public webinars on topics including developing social skills, positive behaviour support, effective ways of unlocking children’s potential, and autism. Fully interactive seminars were delivered by the Foundation’s experts, child neurologist Svyatoslav Dovbnya and clinical psychologist Tatiana Morozova, and hundreds of viewers were able to access our online Q&A’s. Experts shared proven up-to-date methodology on how to work with people with special needs and discussed findings of modern science and best practices relating to autism and support service programmes:

- The first webinar was focused on teaching special children communication skills [4,790 views on YouTube]
- The second webinar focused on autism: myths, facts and support programmes [5,011 views on YouTube]

### **Our experts**

Naked Heart Foundation experts Svyatoslav Dovbnya, child neurologist, and Tatiana Morozova, clinical psychologist, are leading Russian specialists in issues relating to child development and mental health. Tatiana and Svyatoslav are involved in several international projects to develop support services for vulnerable families and children in Russia and countries of the former Soviet Union; they are the co-founders of the St Petersburg Early Intervention Institute; they are adjunct assistant professor in the faculty of neurology at the University of New Mexico; certified teachers for the UK Mellow Parenting programme; they have authored training programmes and multiple publications; and they are consultants on a project carried out by the Government of the Nizhny Novgorod Region and KPMG to develop early intervention services.

## Social Campaigning on Channel One Russia

Thanks to the support of Federal Channel One, film director Andrey Zaytsev and production team “Stink Moscow”, an original charity advertisement about the Naked Heart Foundation was broadcast during prime time on Russia’s most watched Federal channel in 2013.

The 30-second ad, which was specially created for the children’s version of the popular TV programme “The Voice”, addressed the issue of children with disabilities and focused on two main areas – the creation of a system of free services for vulnerable families bringing up children with special needs and the construction of inclusive children’s play facilities.



The purpose of the ad was to raise public awareness about this topic, and to teach people the values of respect and tolerance, on the basis of which we can support the building of a healthy society that is accepting of all people, regardless of their physical or mental capabilities. It is important to initiate the conversation about children with disabilities, acknowledge their existence in society and emphasise the fact that we all have a lot more in common with each other than we might surmise. “I wanted the film to touch everyone,” said Zaitzev. “The spoken words force people to really think, not so much about the issue itself, but about the fact that people are working to address it, and the fact that they need support too.”

The Naked Heart TV advertisement was broadcasted on Channel One Russia from the 18th of March until the 25th of April 2014 every Friday between 9:30pm and 11:40pm within the duration of “The Voice Kids” show, which was hosted by Naked Heart Founder Natalia Vodianova. The TV advertisement was watched by more than 80 million people in Russia and worldwide.

“We are really glad that the scriptwriter instinctively understood what we were all about and, of course, we are incredibly grateful that Channel 1 has given us the opportunity to talk about our organisation and the people we work with.”

**Anastasia Zalogina, President of the Naked Heart Foundation**

## Photo Exhibition “What is Autism?” Joint Project of Natalia Kharlamova and the Naked Heart Foundation



We are constantly looking for new ways to raise the public awareness about autism in Russia. Within the III International Forum, photographer Natalia Kharlamova and Naked Heart Foundation joined together to organise a weekly street photography exhibition in the heart of Moscow called “What is autism?”. The exhibition featured candid portraits of children with autism accompanied by personal and engaging stories from their parents and teachers.

“Sonya Shatalova shed light about children with autism for me. First of all, I am convinced now that such children are incredibly sensitive; they are skin-less, speaking metaphorically. Secondly, I realised that it is unacceptable to treat them with neglect or pity. These are fully sustained people who feel everything just as we do and even stronger. And these people need respect. Despite that fact they can act inadequately, moan and not react to anything – the soul is evolving according to its own principles”

**Tatiana Lubimova, clinical therapist, autism specialist**



## Social Media Photo Project “Every Child Deserves a Family”



Photo project “Every Child Deserves a Family” was a campaign, which aimed to attract the public attention to the problem of the institutionalisation of children with special needs in Russia.

More than 100 Russian and world-famous celebrities and supporters took part in our photo project, including Stella McCartney, Anna Wintour, Diane von Furstenberg, Danila Kozlovsky, Vincent Pérez, Kseniya Sobchak, Sergey Shnurov, Kseniya Rappoport and many others. Thanks to the inspiring engagement of our supporters, including many world-renowned friends of the Foundation, we are able to achieve a bigger outreach in campaigning for every child’s right for a loving and caring family.

## Legal Project

Independent advocates play a vital role in ensuring that vulnerable children and families have their views heard and acted upon. We are lobbying for Russian legislation to be brought into line with the International Convention on the Rights of Persons with Disabilities, which Russia ratified in April 2012.

“Violence and neglect of children with disabilities in orphanages is heart breaking and completely deplorable. The Russian government should establish a zero-tolerance policy for violence against children in institutions and immediately strengthen programmes to keep children in their families”

**Andrea Mazzarino, Europe and Central Asia researcher, Human Rights Watch**

### Project description

In 2013 and 2014 we continued our legal advocacy to work together with the Centre for Curative Pedagogics to change the situation of children and young people with disabilities and actualise their rights for education, rehabilitation and quality of life through effective legal avenues and family support services.

We strive to lobby for the adoption of amendments to the relevant Russian Civil Code legislation to introduce rights for people with developmental disorders, as well as amendments to increase the responsibility of trustees and those with custody of children with special needs. We seek to enhance the legal education of employees of institutions and departments in the social sphere to bring enforcement into compliance with applicable law.

The experience gained, with the help of Internet technology, will be distributed to the regions of Russia. Strategy and tactics on developing change are brainstormed in meetings with experts in the field – lawyers, opinion-leaders, representatives of public organisations and agencies in this sphere, as well as legislators.

Efforts were conducted in the following areas:

- Immediate information and legal support for parents and experts in the protection of the rights of children and young people with special needs for education, rehabilitation and a dignified life.

This work included:

- Professional legal advice, drafting of documents, correspondence (when necessary), pre-trial preparation and court action. As a result of this implementation, specific rights of children to education and rehabilitation were provided (such as providing education in preschool and primary school, improving the quality of rehabilitation services and access to rehabilitation).

### The audience involved in the project

- Children with developmental disorders, young people with mental impairments and their families
- Children and adults in need of a foster and/or adoptive family
- Non-profit organisations and parental associations
- Lawyers and specialists from other spheres, ready to take part in the legal battle for the rights of the main group of beneficiaries;
- Legislators and subjects of the legislation initiative

## Results and impact

- During this period, we carried out 362 legal advice consultations concerning rehabilitation, education, custody and guardianship – 155 (42,8%) guardianship and custody and other questions (housing, property, tax, family, etc)
- Legal advice was received by a total of 402 people, among them the parents of 185 families, including 75 families with children.
- During consultations, families attended classes at the Centre for Curative Pedagogics as well as 217 professionals, volunteers, representatives of public organisations, the media and charities, employees and managers of the state educational and health facilities and many others. In addition to consultations amongst individuals, we held 18 group meetings, which included 7 lectures in the framework of the CPC (176 students), 7 interviews with parent groups (41 parents), 4 meetings with representatives of NGOs and initiative groups. Along with the residents of Moscow, Moscow region, St Petersburg and the Leningrad regions, advice was given to representatives of 5 remote regions, more than 20 cities and many other smaller towns.
- A noticeable increase in the proportion of consultations regarding education, along with a marked decrease in the proportion of consultations for rehabilitation demonstrates a shift in the centre of gravity on emerging issues in special education for children in Russia.

“The Legal project providing assistance to parents of children with disabilities has proven to be successful. A significant number of families received help in solving problems in areas of education and rehabilitation of special needs children. On the basis of received applications for legal assistance, there were developed solution models and document samples for typical oft-repeated situations. These ready-to-go solutions will be shared amongst parents and ultimately help more people”

**Elena Zablotskis, specialist, Centre for Curative Pedagogics**

“My son is 16 years old and for the past 12 years we have been receiving not only rehabilitation-educational services at Centre for Curative Pedagogics, but legal assistance as well. Legislation in this area is very confusing; interaction with state officials is even more difficult. That is why the timely advice of a lawyer not only allows you to move your case forward but helps a mother of a child with disabilities gain confidence in her own power.”

**Mother of a child with disabilities**

## Financial report

In 2013-2014 the Foundation invested a total budget of RUB 5,677,520 (€120,798) in the Legal Project carried out by the Centre for Curative Pedagogics (in 2013: RUB 2,520,000 (€53,617) and in 2014: RUB 3,157,520 (€67,181)).



# Play with Purpose Programme



## 2013-2014 Highlights Summary



Between 2013 and 2014, thanks to the generous donations of our supporters, we were able to raise more than €2 million through individual contributions, corporate giving and fundraising events for the “Play with Purpose” programme.



From 2013 to 2014, we built 7 play parks and 37 playgrounds in 40 different towns across Russia on the premises of children’s foster homes, orphanages, hospitals, rehabilitation centres and municipal parks.

We built **44** *new play facilities*

with a total surface area of more than **40,000** *m<sup>2</sup>* benefiting

more than **800,000** *children* who now have modern and safe places to play.

# Programme's Background and Objectives

"All the highest achievements are accessible to a child through play – the achievements that would provide a basis of his real activities tomorrow"

**Lev Vigotsky, Russian psychologist**

We believe that play is a necessity for children, not a luxury, and that every child should have an opportunity to play in a safe and stimulating environment.

## Why?

- The well-being of society begins with the well-being of our children
- The right to play must be granted to all children regardless of their physical and/or mental abilities. The United Nations High Commission for Human Rights officially established play as a universal right for every child in 1989
- Balanced and active play is integral to children's ability to develop and maximise their potential<sup>[1]</sup>

## Benefits of play

"...it is obvious that outdoor play experiences contribute to children's physical development, in particular to motor development. Less obvious is the learning that happens as children test their strength, externally and internally: how high can I climb? Why does my heart pound when I run? Am I brave enough to jump from this platform?"<sup>[2]</sup>

**Jane Hawes, PhD, Chair, Early Learning and Child Care Program**

Both Russian and international scientists alike agree on the positive impact of play on children's well-being and development. A wide range of interconnected beneficial outcomes for children include:

- Cognitive development (including language skills, problem-solving and independent learning skills, self-efficacy, gaining of perspective, representational skills, memory and creativity)<sup>[3]</sup>
- Physical health and development (including physiological, cardiovascular and fine and gross motor skills development as well as increased physical activity)
- Mental health, happiness and emotional well-being (including building confidence, improved child/parent attachments, coping with stress, tackling anxieties and phobias, aiding recovery in therapeutic contexts, and alleviating the symptoms of ADHD for some children)
- Social development
- Resilience through experiencing and responding to unexpected, challenging situations
- Enhancement of academic skills and behaviour

"Self-created play for children is neither a luxury nor a waste of time, it is a basic mode of learning, and children have a need to play"

**David Elkind, US Child psychologist**

"Play helps to eliminate violence and despair, to develop stamina and positive thinking"

**Stuart Brown, US psychiatrist**

"His intelligence no longer develops by existing: it needs a world of things which provide him with motives for his activity. It has been called 'the blessed age of play'"

**Maria Montessori, Italian physician and educator**

1 <http://www.playscotland.org/wp-content/uploads/The-Play-Return-A-review-of-the-wider-impact-of-play-initiatives1.pdf>

2 Hewes and McEwan (2005), [http://www.educationscotland.gov.uk/images/Children%20in%20the%20outdoors%20literature%20review\\_tcm4-597028.pdf](http://www.educationscotland.gov.uk/images/Children%20in%20the%20outdoors%20literature%20review_tcm4-597028.pdf)

3 The Importance of Free Play to Children's Development Pei-San Brown, John A. Sutterby, James A. Therrell, Candra D. Thornton

## Wider impact on the community

A number of research reports and good practice guides on the social value of playgrounds have showed evidence of benefits that extend beyond children and into their families and the wider community. The relationships that develop over time between children, families and the wider community are key to long-term social sustainability, which helps to build community and family cohesion:

- Playgrounds help generate socialising opportunities and develop community ties<sup>[4]</sup>
- Playgrounds help make a positive impact that precludes anti-social behaviour and vandalism
- Playgrounds help provide opportunities for social mixing and social inclusion
- Playgrounds help facilitate the exchange of ideas, friendships and skills

"Not only does outdoor play impact significantly upon the lives of children and young people, it also – in many cases – can provide a basis for the transformation of wider communities"

**Tim Gill, Researcher**



4 Worpole, Knox, (2008)

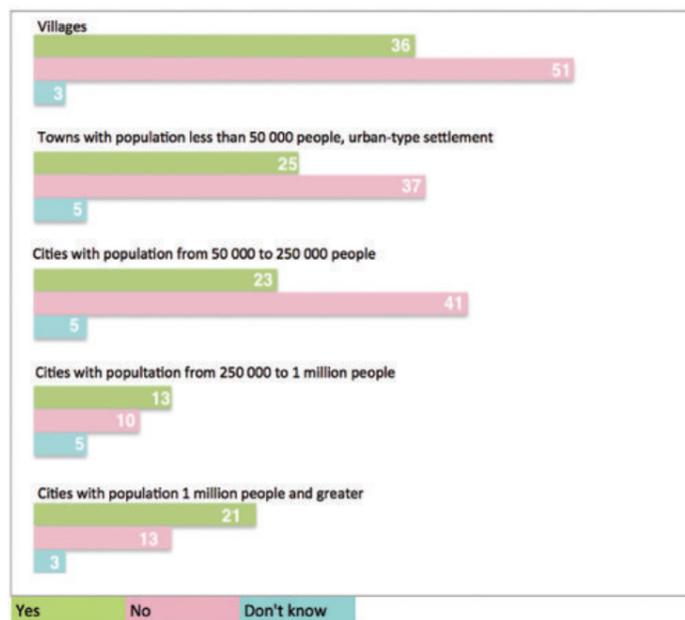
## Creating safe and inclusive play spaces for children in Russia

We all know that one of the primary responsibilities of parents is to provide their children with a safe environment in which they can play and develop happily, with minimal risk to their life and well-being. This simple idea is the basis for the creation of children's playgrounds. However, in Russia playgrounds are very often in disrepair and are often completely abandoned, and as a consequence are extremely unsafe. Statistics from 2013 show that thousands of Russian children are injured every year while playing on playgrounds, owing to faulty or poorly-maintained play equipment. Some of those injuries are life threatening.

"Today in Russia, more children are injured on children's playgrounds than in car accidents. To date, there is no legislation enforcing the statutory responsibility of manufacturers or regulatory bodies to provide children with safe playgrounds. Until 2003, there were no laws or enforcement of standards in place on this issue. However, it is widely known that most children's injuries on playgrounds are caused specifically by falls from swings, roundabouts, ladders and slides."<sup>[1]</sup>

**Vladimir Merkulov, Head of Paediatric Trauma Clinic  
Research Institute of Traumatology and Orthopaedics**

Another serious issue is accessibility. Recent public polls (see chart below) show that hundreds of towns in Russia (especially those with populations of less than 1 million) lack children's playgrounds; therefore, thousands of children simply do not have access to an adequate, safe place to play<sup>[2]</sup>:



**Question (Public Opinion Poll):** *Is there a playground within walking distance of your home?*

At present there are very few playgrounds for children with special needs available in Russia, particularly in small towns. As a result, children with disabilities are often locked up at home with no opportunity to interact with their peers and, thus, are "robbed" of one of the key elements of a fulfilling childhood. According to unofficial sources in Russia there are more than 1.5 million families with children with special needs. The scale of this problem begs for a systematic solution.

<sup>1</sup> [http://mf-kirov.ru/bezopasnost\\_na\\_detskih\\_ploschadkah](http://mf-kirov.ru/bezopasnost_na_detskih_ploschadkah)  
<sup>2</sup> <http://fom.ru/Gorodskie-proekty/11724>

## About our Play Parks and Playgrounds



### Our play parks

Our play parks and playgrounds are multifunctional play facilities for children of all ages and abilities. They can reach 3,000 m<sup>2</sup> in size and can include:

- A play area for children under six years, with a sandpit and roundabout, toy cars and playhouses, rockers and swings, slides and developmental play units
- A play area for children aged from six to 12, with a large jungle gym – a giant ship or magical kingdom, with slides and ladders, nets and walkways, tunnels and ropes; everything kids need for an exciting playtime
- A sports area with gym equipment, where kids can train on the exercise machines, monkey bars and rings, overcome obstacles, climb on climbing walls, develop agility and conquer the heights of the net pyramid
- A rollerdrome – a real treat for kids who can not imagine life without their skateboard or roller-skates
- An auto town, where young cyclists, drivers and pedestrians can learn more about the rules of the road and hone their skills to operate toy cars
- Play features for children with special needs. Play towns and playhouses with wheelchair ramps, nest swings, developmental play walls and mazes, special swings and roundabouts that allow kids of all abilities to get involved in the world of play that is so essential for every child
- Green spaces and landscaped features such as model animals and birds that effectively bring the play areas to life. There are also walking areas, comfortable benches, shelters and nappy-changing facilities available for use by mothers and our youngest visitors

- The construction of a play park requires an application from a town administration or a municipal park that owns the construction site (or is the leaseholder on a long-term basis - not less than 10 years). The area of a play park can reach up to 3,000 m<sup>2</sup> and the cost of project implementation, including complex fitting and installation, can cost around RUB 8-11 million (€170,212 - €234,042), 50% of which is spent on preparation, landscaping and basic improvements. The cost of the project includes the following works:

- Development of the play facility's design project
- Ground and surface preparation works (rubberised surfacing, cobblestone road paths, pavement for a rollerdrome (skate park) and autotown)
- Playground and sports equipment construction, delivery and set up
- Construction and installation of security equipment
- Fencing around the perimeter of the play facility
- Lighting and landscaping works according to the design project;
- Set up of the autotown and rollerdrome equipment (where needed according to the design project);
- The town administration may absorb the cost of the land preparation as per the plan specifications, either partially or completely;
- The Foundation's play facilities are maintained to the highest quality and safety standards and create a comfortable and natural play environment:
  1. Landscape design and landscape gardening are integral to our projects
  2. The play surfaces of our playgrounds are usually made of a special shock-absorbing granulated rubber material that helps to cushion a child's fall from a height of up to 160 cm
  3. All of the parks are fenced and guarded round the clock
  4. Admission of adults without children is prohibited.

## Our playgrounds

The playgrounds are built on the grounds of municipal properties including childcare centres, orphanages and social rehabilitation centres, which are attended or occupied by a large number of children of different ages and are considered to be responsible for the maintenance and security of a playground in the future. A playground on the grounds of a childcare centre is a much smaller-scale project than a play park. Generally, it is the Foundation that bears all the expenses related to the playground's construction. The equipment is selected individually according to the expected ages of the local children. Ownership is ultimately transferred to the childcare centre.

Each of our playgrounds is constructed in strict accordance with the requirements and wishes of the institution or municipality that has requested it, and they may decide what the playground will include – fitness equipment, playhouses, sandpits or slides, or perhaps special equipment for teaching children how to walk.



## Grant-making Rules



Eligible applicants include: district and city councils, municipal parks and specialised childcare institutions (such as orphanages, social rehabilitation centres and special childcare centres). Participants in the Play with Purpose programme are required to follow a standard application procedure.

The selection process takes into account the following factors:

1. The necessity of building the play complex, namely:
  - The economic conditions of a town and a region and the financial resources of the local government
  - The distribution of young children in the area and the need for inclusive playgrounds
  - The availability, quantity and condition of play parks and playgrounds
2. The possibility of the land assignment intended for the play unit. The Foundation does not engage in land transactions with the applicant, but requires access to the allocated land. The applicant is required to provide all the necessary documentary evidence of land and property ownership, or a long-term lease.
3. The capacity and means to service the playground and to ensure its safety and maintenance. The applicant must provide confirmation that funding will be allocated for cleaning, equipment maintenance and security. Following the completion of construction, the Foundation signs an "Agreement for the Gratuitous Use of the Play Facility" with the applicant, which specifies the above-mentioned obligations. Ownership of the playgrounds located at childcare centres is transferred to the applicants.
4. The possibility of a co-financing scheme (in the event that the applicant is the town administration). It is ideal when the budget of the local administration can provide for the development and maintenance of the children's play park or playground. The Foundation enables this funding within the framework of the co-financing programme and is often able to create a more scalable and complex facility. Applications for the building of play parks and playgrounds for the following year are accepted and evaluated by the Foundation from 15 August to 15 December of the current year. The Foundation continues to work successfully with KSIL, which for over 30 years has been Russia's largest manufacturer of playground equipment that fully conforms to the highest international safety standards.

# Playgrounds and Play Parks in 2013-2014

## 2013 YEAR:

### Play parks:

1. Novosibirsk
2. Elkhotovo, Republic of North Ossetia-Alania
3. Sharia, Kostroma Region
4. Sarapul, Udmurtia
5. Nizhny Novgorod

### Playgrounds:

1. Pavlovsk, Leningrad Region, Children's Home No. 4
2. Elan-Koleno, Voronezh Region, Elan-Kolenovskaya correctional boarding school
3. Krasnogorodsk, Pskov Region, Krasnogorodsk state boarding school "Agroshkola"
4. Ivanovo, Ivanovo Region, state-funded regional Stoyunin TB dispensary
5. Bratsk, Irkutsk Region, non-state orthodox secondary school
6. Nizhny Novgorod, "Piano" boarding school for deaf children
7. Nizhny Novgorod, "Solnyshko" state social rehabilitation centre, Leninsky District
8. Kerzhenets, Nizhny Novgorod Region, "Youniy Nizhegorodets" state regional social support centre for children and families
9. Zavolzhye, Nizhny Novgorod Region, Zavolzhye State Specialised Children's Home
10. Yuzhnouralsk, Chelyabinsk Region, Children's Home (municipal educational institution)
11. Chita, Transbaikal Region, Public Park
12. Rubtsovsk, Altai Region
13. Tver, Oktyabrsky Prospect, 103
14. Samara, "Gagarin Park of Leisure and Recreation"

**A total of 19 play facilities were built with the support of the Foundation in 2013.**

**A total of 25 play facilities were built with the support of the Foundation in 2014.**

## 2014 YEAR

### Play parks:

1. Glazov, Udmurtia
2. Neftekamsk, Bashkortostan

### Playgrounds:

1. Uren, Nizhny Novgorod Region, Uren town administration
2. St Petersburg, UFSIN detention centre No. 5
3. Nizhny Novgorod, Kindergarten No.110
4. Shadrinsk, Kurgan Region, Shadrinsk rehabilitation centre for children and young people with disabilities
5. Pereslavl-Zalessky, Yaroslavl Region, Pereslavl-Zalessky special children's home
6. Vladivostok, Regional children's psychiatric hospital
7. Omsk, "Zabota" ("Care") Social rehabilitation centre for children
8. Golovenkovskoe, Tula Region, Golovenkovskoe home for blind children with learning disabilities
9. Zelenogradsk, Kaliningrad Region, "Teremok" children's psychoneurological centre
10. Ilyevka village, Volgograd Region, Administration of Ilyevka village
11. Angarsk, Irkutsk Region, School No. 6
12. Aturyevo, Mordovia, Aturyevo town administration
13. Bogorodskoe, Khabarovsk region Bogorodskoe town administration
14. Vilyuisk, The Republic of Sakha, D.G. Makarov Environmental Foundation "Vilyue Green Belt"
15. Irkutsk, Kindergarten No.18 for children with special needs
16. Novoisetsk, Sverdlovsk Region, Novoisetsk middle school
17. Perm, Children's home for children with disorders of the nervous system
18. Rostov-on-Don, Semashko City Hospital No.1
19. St Petersburg, School No. 46, the RIM Centre
20. Tula, "Valeocentre"
21. Chaltyr, Rostov Region, Arevik Children's Home
22. Orthodox Social Centre, Koksoviy, Belokalitvinskiy district, Rostov Region
23. The Russian Scientific Center of Roentgenology and Radiology of the Ministry of Health Russian Federation, Moscow

# Detailed Report on Selected Play Facilities in 2013-2014

## 100th Anniversary Play Park in Nizhny Novgorod

### Key information about Nizhny Novgorod

Nizhny Novgorod plays an important role in the social and economic development of Russia. It is a major scientific, industrial, business, and cultural centre and the fifth-largest city in the country in terms of its population. There are about 3,000 large families living in Nizhny Novgorod raising over 8,000 children and some 12,000 single-mothers raising 13,000 children<sup>[1]</sup>. As of 1 August 2014, there were a total of 8,700 families living with children with disabilities – an increase of 249 families compared to the previous quarter<sup>[2]</sup>.

General Population size of Nizhny Novgorod	1 250 619
Child population (5-9 years)	29 215
of those in the age (0-4 years)	32 963
of those in the age (10-14)	26 318
of those in the age (15-19)	32 186

### Project description

The very first Naked Heart playground under the Play with Purpose programme was built in Nizhny Novgorod back in 2006. When a location was being sought for the Foundation's 100th play facility, the choice was made to return to the city in which the first playground had been built and the programme's journey had begun. Therefore, the park was built on a patch of wasteland within the town's "Shveitsariya" ("Switzerland") Park. The play park is the 16th Naked Heart project in the Nizhny Novgorod region, the others being the Family Support Centre at a Children's Home in Zavolzhye, a summer integrative camp "Yuniy Nizhegorodets" in Kerzhenets town and 14 play parks and playgrounds. It is the only project of its kind, not only in the city but in the Foundation's history.

The play park occupies an area of 2,800 m<sup>2</sup> and offers a record number of different types of playground equipment, including:

- A rollerdrome for BMX bikers, skateboarders and rollerbladers, the skating surfaces of which are covered with a highly specialised polyurethane flooring (professional grade), as opposed to the less expensive stainless steel used in other rollerdromes
- A play zone for very young children and sports and exercise equipment
- A play area for children aged 3-6
- A "Kremlin" play area for children aged 7-12
- A sandpit and a playground for toddlers and very small children
- An integrative play area for children with musculoskeletal disorders<sup>[3]</sup>

1 <https://gradoteka.ru/city/nizhniy-novgorod/info>

2 <http://www.government-nnov.ru/?id=148800>

3 To see a full 3D model of the park please visit [www.nakedheart.org](http://www.nakedheart.org)

The Foundation was involved in preparing the ground, delivering and assembling the equipment and landscape design. The project was supported by the park administration, which organised landscaping work and security and lighting installation and agreed to ensure the facility's future maintenance and cleaning.

## Results and impact

In 2013, Switzerland Park was included in the top 20 recreational parks in Russia by survey portal Yell.ru, which rated the best recreation and leisure parks for families in the country. The park took 18th position based on feedback collected from citizens of the Zolovshsky Region, thanks to its convenient location, picturesque city views, large number of attractions and the presence of the remarkable play facility built by the Naked Heart Foundation.

"The new playground in Switzerland Park is the best in Nizhny Novgorod. This is a great gift for our citizens. What the Foundation has created is absolutely outstanding – this is by far the best play facility in the city. We have seen fierce rivalry between Priokskiy, Autozavodskiy and Kanavinskiy Districts, which all want the privilege of calling it their own."

**Oleg Kondrashev, Head of Nizhny Novgorod Administration**

"I am overwhelmed with gratitude that the journey which started in 2006, when we opened our very first playground in Nizhny Novgorod, and which has continued to this day as we are launching our fantastic 100th play park, has been shared with thousands of caring people living in different corners of our country. Thanks to your inspiring enthusiasm, ongoing commitment to raising funds, running marathons and spreading the word, the Naked Heart Foundation is able to thrive and win trust and support from so many people."

**Natalia Vodianova, Founder of the Naked Heart Foundation**

## Financial report

The construction of the 100th play park was possible thanks to thousands of donations from individuals and corporate partners. Naked Heart supporters who took part in the Paris Half Marathon in March 2013 raised part of the funds for its construction. The cost of construction was a record for this programme, totalling RUB 14,170,166 (€301,492) and making it the Foundation's most expensive and sophisticated project to date. The total cost included the following works:

- All playground equipment, including delivery
- Construction and set-up
- Ground and surface preparation work (rubberised surfacing, cobblestone road paths, pavement zone for training a mini autotown)
- Fencing, lighting and security equipment

**Before**



**After**



## Pavlovsk Playground at Children's Home No. 4

### Key information about Pavlovsk and Pavlovsk Children's Home No. 4

Pavlovsk is a town in the Pushkinsky District located 30 km south of St Petersburg. It has a well-developed infrastructure, which includes two libraries, hospitals, a youth arts centre, seven pre-schools, three secondary schools, two children's homes (with an additional two in the Leningrad Region), a veteran's home and one centre for leisure and recreation<sup>1</sup>. There are 25,000 people living in the town and more than 12,000 children (0-5 years). In St Petersburg there are more than 800 children with special needs living in four children homes.

Pavlovsk children's home provides care for 450 children, of which 102 have complex developmental disorders. These children have parents but, owing to the nature of their conditions, are not able to get the support and rehabilitation they need. This applies in particular to those from socially vulnerable families.

### Project description and results

Pavlovsk playground at Children's Home No. 4 is the Foundation's 103rd play facility. While nearly every playground we build is equipped with access elements and zones, this is the first playground designed entirely for children with disabilities. The two-year project was developed by designer Tatiana Protasova, one of the Foundation's long-term collaborators. The roundabouts for wheelchairs and the seesaws were made in Europe, as no Russian manufacturer is available to produce equipment of this type and quality while also meeting adequate safety standards.

"This is the first time our institution enjoys such a unique playground. In the past we have independently tested some of these equipment elements, but to have a complete, fully integrated and accessible playground like this – is a breakthrough"

**Andrey Alekseenko, Director of Children's Home No. 4**

"It is great for children to experience the diverse range of elements these playgrounds offer. There are different swings for children with developmental disorders of different severity level. One playground is for more seriously affected children; they have brilliant swings with a wheel chair access. Another play zone is for a bit more active children and the third represents a typical street school playground"

**Lev Ratner, teacher from the Special School No. 25**

## Financial report

The total budget for the project was RUB 7,735,603 (€164,587) and included the following works:

- Equipment delivery
- Construction and set-up
- Ground preparation
- Manufacture of the individual equipment components according to sketches by specialists from the children's home
- Installation of rubberised surfacing

<sup>1</sup> <http://www.vokrugsveta.ru/encyclopedia>

## Before



## After



## *Inclusive Playground for Children with Special Needs at the Centre for Curative Pedagogics, Moscow*

### **Key information about The Centre for Curative Pedagogics**

The Centre for Curative Pedagogics was established in 1989 in Moscow at the initiative of parents and teachers who wanted to help children with autism, epilepsy, genetic disorders, mental and learning disabilities and other health-related issues. The Centre's specialists and team leader, speech therapist Anna Bitova, believe in the transformational impact that early interventional developmental support can have on children's lives.

Over the past 20 years, the Centre has adopted best global practices and methods to maximise the potential of children with special needs based on outdoor games, special physical exercises and group play for children and their parents. An expert committee consisting of psychologists, game therapists, designers and engineers combined their efforts to promote the creation of inclusive playgrounds on the streets of Russian cities. The Naked Heart Foundation supported the Centre's grant application for the building of an integrative playground on its premises.

### **Project description**

The inclusive children's playground at the Centre for Curative Pedagogics is the Foundation's 104th play facility, the first playground in Moscow and the second in the whole of Russia for children with disabilities.

The total area of the playground is 1,900 m<sup>2</sup> and its elements are constructed with a view to developing children's musculoskeletal systems and motility and stimulating their physical and mental activity. All of the elements are ergonomic and made of environmentally friendly material constructed in such way that all children with disabilities can easily access them. It takes into account the possibility of wheelchairs and other means of transportation.

The soft colours used for certain items are designed to suit children with autism; the seesaw, which was brought from Germany, takes into account the needs of children with cerebral palsy. The natural landscape plays an important role – in summertime the children can walk around barefoot on the grass, helping them develop sensitivity to different surfaces, and in wintertime they can ice skate. As is the case for all the Foundation's play projects, safety is of paramount importance. All the playground surfaces are designed to be completely smooth. Play zones with swings and roundabouts are located a safe distance from one another.

### **Results**

The opening of an inclusive playground was a big event for the Centre's students and local residents. Children, parents and guests enjoyed the opening celebration, which included dances, outdoor games and a concert.

"The playground is absolutely great; not only it is beautiful and bright but it is also truly engaging and safe for the children. We are very happy to see children come here from all neighbouring areas and have them mix with children with special needs. The whole point of this playground is to allow children with special needs to enjoy playing with their peers and make new friends. Thank you so much to the Naked Heart Foundation and everyone who participated in the creation of this special playground!"

**Centre for Curative Pedagogics Team**

“The playground is absolutely great; not only it is beautiful and bright but it is also truly engaging and safe for the children. We are very happy to see children come here from all neighbouring areas and have them mix with children with special needs. The whole point of this playground is to allow children with special needs to enjoy playing with their peers and make new friends. Thank you so much to the Naked Heart Foundation and everyone who participated in the creation of this special playground!”

**Natalia Vodianova, Founder of the Naked Heart Foundation**

## Financial report

The budget for the playground at the Centre for Curative Pedagogics amounted to RUB 2,964,032 (€63,064) and included the following works:

- Equipment, including delivery and installation
- Installation of macadam surfaces, stone screening dust and lawn grass

### Before



### After



## Glazov Play Park, Udmurtia

### Key information about Glazov

Glazov is the second biggest industrial city in the Udmurt Republic and is known for the Chepetsk Mechanical Works, Russia's main producer of uranium, zirconium and calcium metals for nuclear power plants, military, and space technologies<sup>[1]</sup>. The demographic mix is very diverse - there are more than 45 different cultures represented in Glazov. The local educational system is represented by 19 municipal institutions (lyceums, specialised schools, etc.), 10 extra-curricula schools, 34 primary schools and 6 centres for child development. There are 9,162 students enrolled in Glazov's secondary education system.

General Population size	96 195
Child population (0-18 years)	19 087
Child population (0-5 years)	5 833
- of those, children with disabilities (0-18 years)	401

<sup>[2]</sup>

Maksim Gorky Park in Glazov is the main destination for family leisure and recreation. It is centrally located, has a total area of 6,812 hectares of flat land and is surrounded by extensive greenery. For a number of years Glazov's self-governing authorities have been trying to attract investors to restore the park and create a play facility for children and teenagers. Appeals have been repeatedly sent to the Glazov City Municipal Education Portal<sup>[3]</sup> and to both Izhevsk and Moscow Investment Forums, but all of them have remained unanswered. The low level of interest on the part of investors is partly explained by concerns over climatic conditions in the area - warm weather lasts for only 3-4 months a year in the Udmurt Republic, so significant financial investment in children's outdoor attractions was not considered viable.

In September 2012, Glazov Administration applied for a grant to build a play park with a rollerdrome, which was much needed by local teenagers and school-age children. The existence of such a play park would greatly help prevent young people from fleeing the city. In 2013, the Glazov municipal education institution won a grant from the Naked Heart Foundation to build a play park in the town.

### Project description

Glazov Play Park is based in Maksim Gorky Park of Leisure and Recreation and occupies a total area of 2,184 m<sup>2</sup>.

The play park has several functional areas with various surfaces - e.g. paving stones for the walking area, modular rubber flooring in red, green and grey colours for the play areas, sand for toddlers and very little children, concrete for the rollerdrome and a seeded lawn under the trees. The site is guarded around the clock and has video surveillance in place. The total area of the rollerdrome is more than 1,000 m<sup>2</sup>. It is equipped with professional ramps and separated from the playing area by a metal fence one metre in height. The most attractive feature of the park is its inclusivity. There are more than 40 different types of play and game equipment, ready to be used by children of all physical and learning abilities.

This play park is a unique play facility, not only for Glazov, but for the whole of the Udmurt Republic

<sup>1</sup> <https://en.wikipedia.org/wiki/Glazov>

<sup>2</sup> Russian Federal Statistics Service, Available from: [http://www.gks.ru/wps/wcm/connect/rosstat\\_main/rosstat/ru/statistics/population/](http://www.gks.ru/wps/wcm/connect/rosstat_main/rosstat/ru/statistics/population/)

<sup>3</sup> [www.glazov.ru](http://www.glazov.ru)

## Results

After waiting for four months, thousands of children and their families came to the official opening ceremony. Having rushed into the play park to try out all the equipment, they were all overwhelmed with happiness and gratitude.

“The opening of this play park is one of the most significant events in the history of Glazov. We hope it will become the go-to place for all citizens. Our main joy in life is our children, they are our future and everything we do is for them.”

**Viktor Saveliev, Deputy Government Executive of Udmurt Republic**

“At our playgrounds children learn to socialise with their peers, share their own experiences and help each other. And, of course, one of the main benefits of play is that it contributes to the physical development of our children. They learn new movements, activate new muscles and develop their coordination.”

**Tatiana Nadina, Administration of Aturievskiy Town**

“It is so wonderful that Glazov has received such a great gift. Thank you so much to the Naked Heart Foundation and the local administration on behalf of all the children.”

**Mother of a 4-year-old child**

“This rollerdrome is superb. We used to skate here before but the area did not have any of this equipment. The new rollerdrome is on a completely different level. You can see at a glance that professionals built this play park and we are so proud to have it in our city now.”

**Teenager, citizen of Glazov**

## Financial report

The total cost of the project amounted to RUB 7,081,975 (€150,680) and included the following works:

- Equipment, including delivery and installation
- Construction of a professional rollerdrome
- Safe rubber surfacing

### Before



### After



## Neftekamsk Play Park, Bashkortostan

### Key information about Neftekamsk

Neftekamsk is a large industrial and cultural city in the Republic of Bashkortostan, which is located in the northwest part of the country on the Kama River 220 km from the capital Ufa. In terms of industrial production, Neftekamsk ranks as the fourth city in the country. The principal business in the city is the Neftekamsk Automotive Plant, which is one of the major producers of passenger buses in Russia.

The priority focus of the city administration is the development of social and educational programmes. The Neftekamsk education system includes 63 institutions: 29 pre-schools, 24 secondary schools, Bashkirsky gymnasium, a boarding school complex, a special-needs boarding school and 6 extra-curricula schools. A total of 9,783 children are enrolled in the additional education system and 6,630 children are studying in preschools<sup>[1]</sup>.

General Population size	136 823
Child population (0-17 years)	30 000
- of those, children of the age 0-5 years	12 669
- of those, children with disabilities	500

<sup>[2][3]</sup>

There are a total of 30,000 children living in Neftekamsk but there is only one rehabilitation centre to accommodate the needs of almost 500 children with disabilities. While well equipped inside, it has no outdoor playground, so the children have nowhere to go to play with their peers. The centre is located on the outskirts of the city, which makes it even more difficult for children and their families to access playgrounds.

Therefore, there was a real demand for a local play facility on the part of children from the rehabilitation centre. The suggested location for the new play facility had convenient car-parking spaces and public transport stops.

### Project description

Neftekamsk play park is a multifunctional play facility designed for children of all ages and abilities, including those with developmental and physical disabilities in Neftekamsk and the Udmurt Republic. The play park includes a game zone for children under the age of 6, a play area for children from 6 to 12 years, an area for children with special needs and a rollerdrome.

## Results

As soon as the official opening ceremony was over, hundreds of children, teenagers and their families filled the play park to experience the simple joy of play.

“Thank you to the Foundation and all parties actively involved in the creation of this modern play park. This play park contributes greatly to the physical, psychological and emotional development of our children, particularly those with special needs. Thanks to your support, their lives will become brighter and more meaningful. The opening of this play park is a very important event in the history of this city, where we see a growth in the child population every day. I am sure our children will remember the day when this play park was opened and, having grown up, will contribute to our community as well.”

**Rashit Davletov, Head of City Administration of Neftekamsk**

<sup>1</sup> [http://www.nmt.edu.ru/index.php?option=com\\_content&view=article&id=78&Itemid=187](http://www.nmt.edu.ru/index.php?option=com_content&view=article&id=78&Itemid=187)

<sup>2</sup> Russian Federal Statistics Service, Available from: [http://www.gks.ru/wps/wcm/connect/rosstat\\_main/rosstat/ru/statistics/population/](http://www.gks.ru/wps/wcm/connect/rosstat_main/rosstat/ru/statistics/population/)

<sup>3</sup> According to statistics provided by the applicant

## Financial report

Neftekamsk play park was built as a result of the joint efforts of the Foundation and the local administration. The construction of the play facility was fully financed by the Foundation. The total cost amounted to RUB 5,215,570 (€110,969) and included the following works:

- Equipment, including delivery and installation
- Construction of a rollerdrome
- Safe rubber surfacing

### Before



### After



## Grant-making Scheme for Equipment Repair Works



### Project description

The Naked Heart Foundation has been creating safe and bright play spaces for children since 2006. We have built more than 100 play parks and playgrounds in more than 80 cities across Russia to date.

We believe that our play facilities will have a greater impact on children's lives if local communities take full responsibility for them and properly maintain them over the years, so that more children can enjoy them in the future. Therefore, we regularly monitor their condition and promptly respond to local residents' requests about their condition.

To ensure proper maintenance and to encourage the efforts of the local organisations safeguarding our play facilities, in 2014 the Naked Heart Foundation launched a grant-making scheme for partners that were in need of funds to repair damaged playground equipment.

Applications for funding are accepted from the local administrations of areas in which the Foundation built play parks between 2006 and 2012.

### Results

Since the inception of the project, we have co-financed the repair works of nine play facilities in Russia in the following cities:

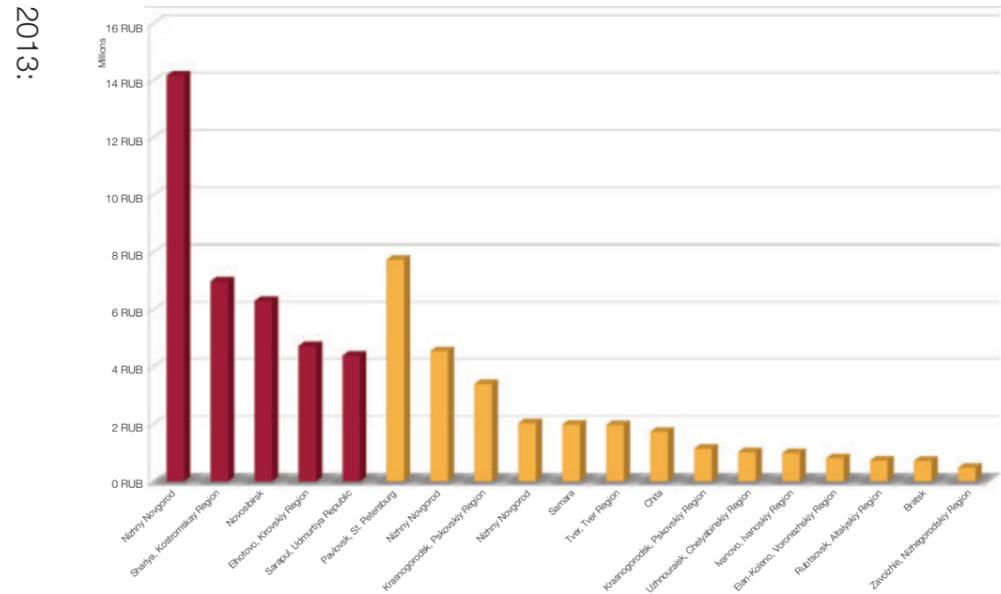
1. Biysk — “Priobsky” Children’s and Youth Centre
2. Zavolzhye — Recreation Centre
3. Kimry – Town property management committee
4. Megion – Recreation and Leisure centre
5. Nizhny Novgorod — Avtozavodsky Park
6. Penza — Olimpiyskiy Park
7. Pokachi — “Etvit” Recreation Centre
8. Raduzhniy — Raduzhniy town administration
9. Saransk – Saransk Municipal Independent Cultural Centre “City Parks”

### Financial report

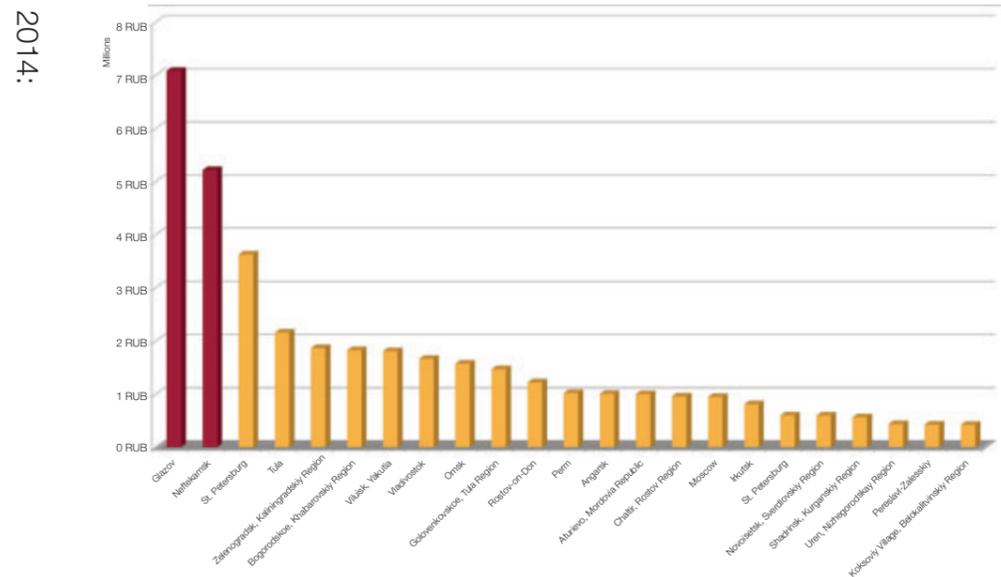
The total cost of the playground equipment repair works project amounted to RUB 2,940,138 (€62,556).

# Expenses Summary 2013-2014

From 2013 to 2014, the Foundation invested RUB 102,138,870 (€2,173,167) in the construction of playgrounds and play parks for children. A total of RUB 48,870,547.65 (€1,039,798.8) was spent on the construction of play parks and RUB 53,268,323 (€1,113,368.5) was spent on playgrounds.



In 2013, the Foundation invested a total of RUB 36,573,001 (€778,148.9) in the construction of play parks and RUB 27,267,417 (€580,157.80) in playgrounds. A total of RUB 63,840,419 (€1,358,306) was spent on the construction of 19 play facilities in 2013 - 57% and 43% on the building of play parks and playgrounds respectively.



In 2014, the Foundation invested a total of RUB 12,297,546 (€261,649) in the construction of play parks and RUB 25,054,459 (€533,073) in playgrounds. A total of RUB 38,298,451.82 (€814,860) was spent on the construction of 25 play facilities in 2014 - 33% and 67% on the building of play parks and playgrounds respectively.

"It is an honour for me to attend this important event. Children's smiles are the most precious reward we can receive for our efforts. A doctor's mission is not limited to providing medical treatment to young patients, but also includes the responsibility to create a comfortable environment that is vital for their successful recovery."

**Head Doctor, Central State Hospital, Rostov-on-Don**

"We hope that cheerful spirits, kids' laughter and smiles will remain forever in this little fairytale town. This was possible only because of Naked Heart Foundation, and we are all extremely grateful for it!"

**Mother of a 6-year-old child**

"It's hard to find enough words to express how grateful we are for the playground our neighbourhood and town has been lucky to receive. We could not have dreamt of such a wonderful play facility. Today our children can experience the real joy of play! Thank you for this brilliant event!"

**Svetlana Guseva, Director, "Valeocentre"**

"I have never seen such a fantastic playground; my girls did not want to leave, even after an hour playing there. They were running between the little houses, towers, roundabouts, slides, and rope walls, running through the tunnels, swinging and trying out so many other elements. I was overwhelmed with happiness and gratitude for the playground."

**Alena Smirnova, mother of two children, Mamadish Town**

"Thank you so much for the children's playground in Biysk. It is so inspiring to see how our children enjoy playing in the playground's "miraculous" ship!"

**Tatiana Shmakova, Children's Centre, Biysk**

"It is quite a simple thing to build a children's playground or a play park. But the impact you see they make on very poor regions, where there is nothing much going on in terms of recreation or entertainment for the children is significant. It is the joy and the happiness you bring to these towns. I was struck to see how many more children came the day after the official opening of the playground. It was a normal day in the town and there were two thousand kids, using every piece of equipment, smiling and running around. This is incredible!"

**Jamey Hargreaves, Trustee of the Naked Heart Foundation**



## Synergy of Partnerships

At the heart of our most important strategy, our theory of change, sits the idea of partnership.

We know we cannot achieve our ambition to improve children's lives alone. We bring together supporters from every section of society: the private sector, individual donors, funders, other non-profit and non-governmental organisations.

In 2013-2014, we saw this approach produce significant results in securing resources to continue our work for children and families in need.



# Lekotek Family Support Service in Tver: Leroy Merlin, NAM and Hyper Globus

## Project description

We want to ensure that no child with living parents ends up in a state institution and that neither society nor the health system forces parents to give up their children. To succeed in this goal we need to provide parents with access to a comprehensive system of free services and assistance from highly-qualified specialists.

A “Lekotek” (a Swedish word meaning “play library”) is a children’s play area where experienced teachers and psychologists provide consultations for families bringing up children with special needs. In a nutshell, it is a service providing early psychological and educational support to families bringing up children under six years of age with special needs. The purpose of the Lekotek is to ensure the early detection and treatment of developmental disorders in children through play-based communication and teaching.

In 2014, with the help of the Tver regional government and local business community, we were able to open a Lekotek centre in Tver - a unique and a long-awaited facility providing support to families raising children with special needs. This is the second Lekotek opened by the Foundation in Russia.

## Results

Ten Foundation experts trained five specialists at the Lekotek using the latest evidence-based methods of working with children with special needs. While proven in many other countries, these methods had not been adopted in Russia before. The Lekotek now provides services for over 30 families and their children.



# Training Centre at State School No. 46, St Petersburg: BINBANK

## Project description

St Petersburg-based special public school No. 46 is recognised and well known for its work with children with cognitive and behavioural disorders and its willingness to share its insights and experience with professionals in this field. In 2014, with the support of BINBANK, we launched a two-year training and supervision programme aimed at providing a unique learning platform (unavailable elsewhere in Russia) for professionals working with children with autism and special needs. The Foundation’s experts Tatiana Morozova and Svyatoslav Dovbnya, the authors of this programme, facilitated the training.

## Results and impact

St Petersburg school No. 46 is the first institution in Russia that teaches children that were previously considered “incapable of learning”. The school provides specialist training for schoolteachers from other regions and acts as a platform to prepare professionals working in:

- Six special schools in Nizhny Novgorod, which are included in the Foundation’s School Project framework
- The Naked Heart Family Support Centre in Nizhny Novgorod
- Lekotek early intervention services based in Tver and Tula

During 2014:

- 30 schoolteachers took part in specialist training, as well as in the Annual International Forum “Every Child Deserves a Family”, a specialist seminar in Nizhny Novgorod and a Tula conference dedicated to methods for teaching children with special needs. Seven supervisions were conducted by the Foundation’s experts and four seminars were led by international specialists

The specialist seminars covered a range of topics such as:

1. “Using additional communication tools to interact with children with autism” by Rachel Harvick (Speech and Language Development Specialist at Kennedy Krieger Institute, USA)  
After completing these seminars, schoolteachers from six classes started using PECS (Picture Exchange Communication System) cards and children who had never talked before were, for the first time in their lives, given a voice through the use of these cards.
2. “Special behavioural patterns of teenagers with autism” by Rachel Harvick  
This seminar was dedicated to the different ways in which teachers and parents can manage difficult periods in the lives of teenagers with autism.
3. For the first time in Russia, Thomas S. Higbee (Doctor of Special Education and Rehabilitation and head of the ASSERT programme for children with autism at Utah State University, USA) gave a seminar on “Using behavioural analysis methods when teaching children with autism”. Such programmes, which are based on behavioural technologies, are in high demand in Russia but are typically very costly. The training and support services that specialists provide after receiving this training are completely free of charge for children with autism spectrum disorders and their families.

“The support we provide is multifaceted and diverse and has a specific category of beneficiaries. BINBANK has always been engaged in socially-responsible projects and is committed to continue this in the future. We are confident that, as a business, we can not be sustainable and successful if we do not support vulnerable groups of people like children with special needs. Therefore, BINBANK has immediately responded to and supported the Naked Heart Foundation’s initiative. Helping children is the best investment in our future!”

**Mihail Semyakov, Marketing Department Director, BINBANK**

## Financial report

The total budget of the joint project by the Foundation and BINBANK amounted to RUB 5,000,000 (€106,383).



## “Fashion with Purpose“ Project: Zarina

### Project description

“Fashion with Purpose” is a joint project by the Naked Heart Foundation, Natalia Vodianova and the Russian fashion brand Zarina, initiated to promote social inclusivity and nurture the creative talents of young people with special needs.

Zarina has been continuously supporting philanthropic and social projects to raise awareness about the need to improve the quality of live for children with special needs in Russia. We welcomed the opportunity to partner with Zarina and strengthen our efforts in advocating a shared mission: to ensure that every child is granted the right to a loving family, employment, educational opportunities and social inclusion.

To date, this is the only project in Russia engaging people with special needs in the artistic process of creating fashion.

### Results

- People with special needs created all the designs. Students of the St Petersburg-based support centre “Anton’s Right Here” (“Anton Tut Ryadom”) had a rare opportunity to participate in this commercial project on a national level and demonstrate and showcase their artistic capacities and talents.
- A runway show of the collection took place during the Mercedes Benz Fashion Week Russia and was welcomed by the audience with great interest and excitement. Due to the high interest of the project “Fashion with purpose” it was decided to create three new collections.

“I am very happy that the joint project between Zarina and the Naked Heart Foundation has proven once again that the concepts of fashion and philanthropy can be blended successfully. Our collection is inspired by the prints of young people with special needs. The level of execution shows that people with special needs deserve not only the public’s attention and care but genuine recognition.”

**Natalia Vodianova, Founder of the Naked Heart Foundation**



## “Donate a Smile” Project: Unilever



### Project description

On Universal Children’s Day, the Naked Heart Foundation and leading Russian ice-cream brand Inmarko (owned by Unilever) presented the general public with a new mobile app called “Donate a Smile”, which allows people to make a donation simply by sending through a picture of themselves smiling. The aim of the campaign was to raise funds for the construction of two new playgrounds for children in Russia. The Donate a Smile mobile app was developed by Fitch design agency specifically for the project, and for every downloaded picture, Inmarko donated RUB 10 (€0.20) to the Foundation. The app was welcomed and downloaded by many Russian celebrities such as Ksenia Sobchak, Andrey Malahov, Anzhelika Timanina and Natasha Goldenberg, to name a few. On the day of the launch, the Naked Heart and Inmarko teams took a trip around Moscow on a double-decker bus painted in the bright colours of the Donate a Smile app. Assistance was provided for the presentation by the Garazh Centre and a children’s party was organised by the Bell’Arte Creative Agency.

### Results

- During the project, over 10 million people learned more about issues faced by children with special needs and 22,416 users took part in the campaign, having shared their smiles with the public.
- In 2014, Unilever’s total investment in the construction of inclusive playgrounds in partnership with the Foundation in Tula (Valeocentre) and Omsk (“Zabota” state social-rehabilitation centre) amounted to RUB 2,873,247 (€61,132).

“Thank you to the Foundation and its partner Inmarko. Our children had just been wandering around an empty space with a single sandpit. We never dreamt that such amazing play facilities could be constructed here. It was only when we started the application process that we discovered that inclusive playgrounds for children with special needs were a reality.”

**Irina Gobruseva, Director of Social Support Centre “Zarya” for children and families**

## “Give a Child a Movie” Project: Kinomax Cinema



### Project description and results

In October, 2014, Kinomax cinema, together with the Naked Heart Foundation, launched a charity campaign called “Give a child a Movie” aimed at providing children with special needs and socially vulnerable families with a chance to see a movie for free. A visit to a movie theatre when you are a child is a vivid and unforgettable experience that can be remembered for a lifetime. Thanks to the active engagement of our supporters, we were able to ensure that many children could experience this simple joy. As a result of the charity campaign, more than 40,000 children had a chance to enjoy a free movie in one of the Kinomax cinemas across Russia.

# Playgrounds outside of Russia: Dingle Playground in Liverpool, UK

## Project background

According to the Foundation's fundraising policy, each time there is a large-scale fundraising event held outside Russia, we donate up to 20% of the total funds raised to the local community. These funds are only a part of a grant donated through this approach, so the local administration, schools and other non-profit organisations have to join forces to launch the project in accordance with the programme's mission and objectives.

In summer 2010, as a result of the Love Ball gala, we were able to donate to some of the deprived communities of Glasgow, Liverpool and London, where children's playgrounds were in high demand.

## Key information about Liverpool and the Dingle area

Liverpool is a city in Merseyside, England, on the eastern side of the Mersey Estuary. Dingle is an inner-city area of Liverpool, located to the south of the city, bordered by the adjoining districts of Toxteth and Aigburth, two of the most deprived areas in the UK<sup>[1]</sup>.

General Population of Liverpool	473,100
Child population (0-19 years)	105,700
- of those, children of the age (0-4 years)	27,200
Children living in poverty (age under 16 years), 2011	33.0%

- Children and young people under the age of 20 make up 22.5% of the population of Liverpool. 18.0% of school children are from minority ethnic groups. The health and well-being of children in Liverpool is generally worse than the average for England.
- The level of child poverty in Liverpool is worse than the English average, with 33.0% of children aged under 16 living in poverty.
- Children in Liverpool have worse-than-average levels of obesity: 13.3% of children aged 4-5 and 23.2% of children aged 10-11 are classified as obese.
- In 2012-13, children were admitted to facilities for mental health conditions at a higher rate than that of England as a whole.
- The northeast of England has the highest proportion of disabled people, accounting for 22% of the population.

[2][3][4]

"Dingle desperately needed a new playground, so when we learned about this opportunity, we got in touch with the Naked Heart Foundation. We are extremely grateful for the Foundation's contribution to the new playground scheme. We would like to thank everyone who is helping with this much needed safe place to play for the children of Dingle."

**Hetty Wood, Local Ward Councillor**

1 <https://en.wikipedia.org/wiki/Liverpool>

2 Office for National Statistics Mid Year Estimates

3 Liverpool Child Health Profile, March 2014, Public Health England

4 Census, 2011; <http://www.disabled-world.com/disability/types/invisible/invisibility.php>

"We've been trying to get a new safe, quality play area here for a long time, as the kids really need it. The support we have been given by the City Council, by SNC volunteers, the Naked Heart and Morgan Foundations, has been overwhelming. Lots of other businesses and local people have given their time and donations, so it has been a real community effort and the benefits to the children in the area will be enormous."

**Frances Jones, Project Manager for SNC**

## Project description

Local schoolchildren helped design the playground, which includes a sports area for five-a-side football, netball and mini-garden allotments for the children to grow flowers and vegetables. The playground was developed with the support of the local voluntary group Southern Neighbourhood Council (SNC), which runs a community centre on the site next door to the new playground.

## Results

More than 500 children from Dingle and neighboring areas were able to enjoy the new play facility.

"We want to use this great opportunity to say how much the Foundation's contribution has been appreciated. This area has needed a playground like this for a long time and it has been very well used by the children."

**Steve Munby, Councillor, Cabinet Member for Neighbourhoods**

## Financial report

Apart from the Naked Heart Foundation, the project received funding from the Morgan Foundation, Plus Dane Housing and the Liverpool City Council while The Flanagan Group, contractor for the playground, provided work at cost. The total cost of the playground amounted to just over RUB 6,000,000 (€127,659).



## Integrative Playgrounds: Castorama, Uren Social Support Foundation/Orgkhim and L'Occitane

- **I Project:** Multifunctional playground was built with the joint forces of the Foundation and Castorama through their CRM arm Net Positive, as well as local authorities and the Samara Administration.

One of the main components of the playground is the colourful and anti-collision flooring, which helps to prevent children's injuries.

- **II Project:** Castorama invested RUB 1 million (€21,276) to purchase sports equipment for the Municipal Centre of extra-curriculum education for children known as "STERH". Sports equipment was designated for children visiting the sports classes on a regular basis, primarily children from large and unprivileged families, orphans, children with disabilities and those students that show exceptional results in their sports performance.

"This is our first CSR project in Russia. Ensuring a sustainable business development is one of our company's key principles. This implies that we have to be socially responsible and support the local communities in towns where we operate our businesses. We are extremely happy to work together with Naked Heart Foundation and be part of their inclusive playground project. The play facilities being built are atypical; they are designed in such a way that every child regardless of age and health abilities can experience the joy of play"

**Mederik Payne, General Director of Castorama Russia**

### Children's playground at the Golovenkovskiy Home for children with visual impairments and special needs: Project with L'Occitane

In 2014, the Foundation, together with L'Occitane, built an inclusive playground for children of Golovenkovskiy Children's Home in Tula. L'Occitane donated a total of RUB 977,600 (€20,800) to the Naked Heart Foundation for the construction of a playground for children with visual impairments and special needs.

"Since its inception in 1976, L'Occitane continuously supports various charitable projects. As part of our philanthropy project with a 3-year record "I see with the heart", we help more than 150 blind and visually-impaired children living in the children's orphanage in Tula, Golovenkovskiy Region. We supported with enthusiasm Naked Heart Foundation's initiative to build an inclusive playground at the orphanage, which is constructed in such way that all children, regardless of their physical abilities, can play there. Through play these acquire communication skills, develop imagination, self-confidence, stay fit and can explore the diversity of the world around them. The Tula play facility turned out to be not only beautiful, but also highly multifunctional. The cheers and smiles of the children were the best proof and reward for the project!"

**Daria Burdina, Advertising and PR Manager, L'Occitane Russia**

### Children's playground in Uren, Nizhny Novgorod Region: Project with Social Support Foundation of Uren town and the Orgkhim Corporation

The Naked Heart Foundation collaborated with the Russian company Orgkhim Trading House and the Uren Social Support Foundation to open a new playground for children of all ages and physical abilities in the town of Uren in the Nizhny Novgorod region. The playground in Uren is the Foundation's 115th play facility. The Naked Heart Foundation, Orgkhim Trading House and the Uren Social Support Foundation combined efforts in funding its construction, the budget for which totaled at RUB 523,567 (€11,139).



## Looking Forward: Goals for 2015-2016

*From 2015 to 2016 we will continue to deliver high-quality support services to children with special needs and their families in Russia. We aim to significantly increase our influence by campaigning and working with major state officials, public opinion-makers and prominent media representatives, strengthening our reputation as both a voice for children with special needs and a leader in the area of inclusivity.*

Now that we have demonstrated the effectiveness and replicability of a number of our services, we will focus on sharing what we have learned more widely. Where services have worked well, we will continue the process of scaling up our accumulated knowledge transfer throughout Russia. This will increase the number of children and families who will benefit from the Foundation's experience, allowing us to extend well beyond our own reach.

As we continue to identify needs, we will go on to implement new services where we see the potential to help families, children and young people with disabilities.

### Key priorities for 2015-2016

During 2015 through 2016 our focus will be on accelerating the progress of our signature programmes "Every Child Deserves a Family" and "Play with Purpose" and increasing their impact on children with special needs. To help achieve this, we have identified the following goals:

**Strengthen community-based family support services:** We will continue to develop and expand the network of family support services for children with special needs and their families through our comprehensive support package and the promotion of evidence-based methods.

**Advocate for inclusion and against the institutionalisation of people with special needs:**

We will continue campaigning for the rights of children with special needs to an education and a family. At the same time, we will challenge current legislation on child institutionalisation to achieve improvements in policy and practice through rights awareness and government lobbying. We seek to get medical professionals on our side in the fight against institutionalisation by demonstrating the transformational impact of family support services on the lives of children and young people with special needs. We will also work on the creation of transition plans for people with special needs to be able to attend higher education and find gainful employment.

**Raise awareness about disabilities in Russia to achieve changes in attitudes and behaviour:**

We will share the success stories of young people with disabilities who have managed to integrate in society and become self-sufficient. The most effective way to raise awareness and promote inclusion among the general public is by showing that individuals with special needs are trainable, teachable and employable and thereby enhance society. We also plan to create anti-bullying campaigns to bring awareness to the entire school community. Too often children with disabilities are easy targets for bullying and we seek to raise levels of tolerance and acceptance in Russian society towards these people.

**Empower professionals and parents to maximise the potential of children with special needs:**

We will continue working with parents and teachers to provide them with the skills they need to better manage behaviour and unlock the potential of children with special needs. This includes specialist-training sessions under the EarlyBird and Mellow Parenting programmes, free webinars and public talks. At our annual International Forum, we will promote the exchange of expertise between Russian and international professionals with the aim of enhancing the knowledge of teachers and medical professionals working with children with special needs.

**Promote and develop the system of inclusive education in Russia:** We will continue developing modern and effective education programmes for children with autism spectrum disorders and other special needs through our School Project in Nizhny Novgorod and other Russian cities. We plan to influence the way in which education services are delivered to children with special needs by increasing the numbers of trained teachers and we will focus our efforts on procuring national standards and policies for individualised education plans.

**New approaches and projects:** In 2015, we plan to build Russia's first fully equipped sensory integration and occupational therapy room at School No. 46 in St Petersburg for children with disabilities. Sensory integration rooms can be found in almost all rehabilitation centres and special schools in Europe and the United States and are an important element of child support programmes. Many children with autism and other developmental disorders have difficulty responding appropriately to sounds, tastes and smells, coordinating their movements or concentrating and learning. As a result, these children may find it difficult to respond to certain situations, communicate and learn new things. Classes taken in such rooms under the supervision of occupational therapists are designed to help children cope with these issues. We plan to develop early intervention services for families of children with autism spectrum disorders. Early intervention services insure an improved long-term outcome for children with autism; these services are crucial in maximising their learning potential by addressing communication, play, problem behaviours and overall skill development from a very early age. We also plan to start advocating for assistive technologies. Non-verbal children can find a voice with something as simple as an iPad, which has text-to-speech and speech-to-text functions built-in. In addition, from 2015 we will be instituting a new format for our integrative summer camps by applying up-to-date international methods of working with people with special needs. In 2015 we will focus on summer holidays for children and young people with autism spectrum disorders. We will organise a special training programme for Russian specialists, which will help them develop inclusive services that promote independence among people with autism. Specialists will have the unique opportunity to find out about the work of the Rising Sun integrative camp for children and young people with autism, whose staff will visit us from New Mexico, USA. We also wish to start an online forum on the Foundation's website for parents to blog and mentor each other, as well as a full-scale Resource Centre with the latest materials on special needs available for free in Russian for every parent, teacher and professional.

Our target is to build no less than 10 new playgrounds and two play parks every year. Between 2015 and 2017 we plan to continue creating play for children of all ages and abilities in different parts of Russia. We are scaling up our corporate partnerships and have joined forces with Megafon, Unilever, Orghim and Akulchev with the aim of building 14 new play facilities accessible to children with disabilities in 2015.

We have developed a design project for a multifunctional integrative playground to be opened in 2015 on the grounds of our Family Support Centre in Nizhny Novgorod. It can be accessed by all children regardless of their physical and/or mental abilities. As a standard rule, the mix of the playground equipment is designed for children of different age groups (from preschool age up to 18) and meets the requirements of Russian and European safety norms.

The beneficiaries of the Naked Heart Family Support Centre had been expressing the need for a playground for nearly three years. Now more than 80 children and young people, including those with special needs, will be able to enjoy regular outdoor activities to stimulate their physical and emotional development. The playground is an open play space that welcomes all children from Gordeevsky and neighbouring areas and allows them to play independently or under the supervision of teachers from the Naked Heart Family Support Centre or their parents.

We plan to build a total of 21 new play facilities so that more children with special needs and/or disabilities can experience the joy of play all around Russia.



# Thank You

We sincerely thank all individuals and organisations that have so generously supported the Naked Heart Foundation, and those who have chosen to give anonymously. Because of your donations, we are able to continue the important work we do to ensure that every child in Russia and beyond has a chance for a loving family and a happy, fulfilled childhood.

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